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SONG'S SPRING GARDEN BOOK

THE J. D. SONG SEED COMPANY



63.11 Boulder, Colorado, U. S. A.



That's me—J. D.

"J. D. Sez, Sez'e" — Just 27 years ago I sent out my first catalogue.

Only a few hundred copies. Mailed to garden folks in Colorado and adjoining states.

Had no idea that in time I would have customers and friends not only in every state but in Canada and other foreign countries, including Australia and New Zealand.

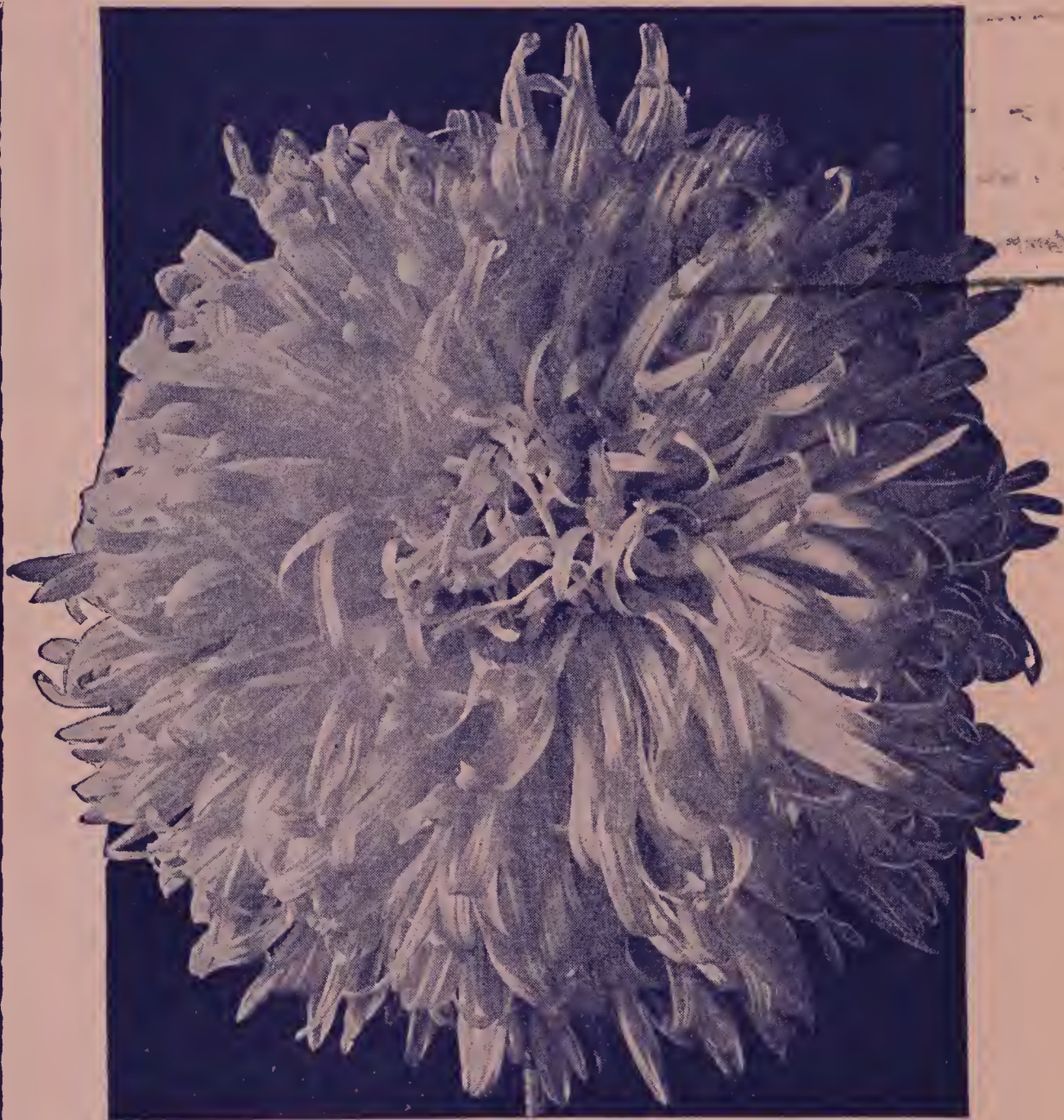
This with almost no working capital or experience, no ballyhoo or high pressure salesmanship.

Do not have a whale of a big business even now. Never craved it. Never shall.

Prefer a smaller group of satisfied customers who appreciate this sort of "personally conducted" catalogue, and high grade stocks to back up my modest claims for them.

I spoke of "customers and friends." Not all my friends are customers. (Some have no gardens.) But it does seem as though all my customers are friends. That's what I want.

(Continued on page 40)

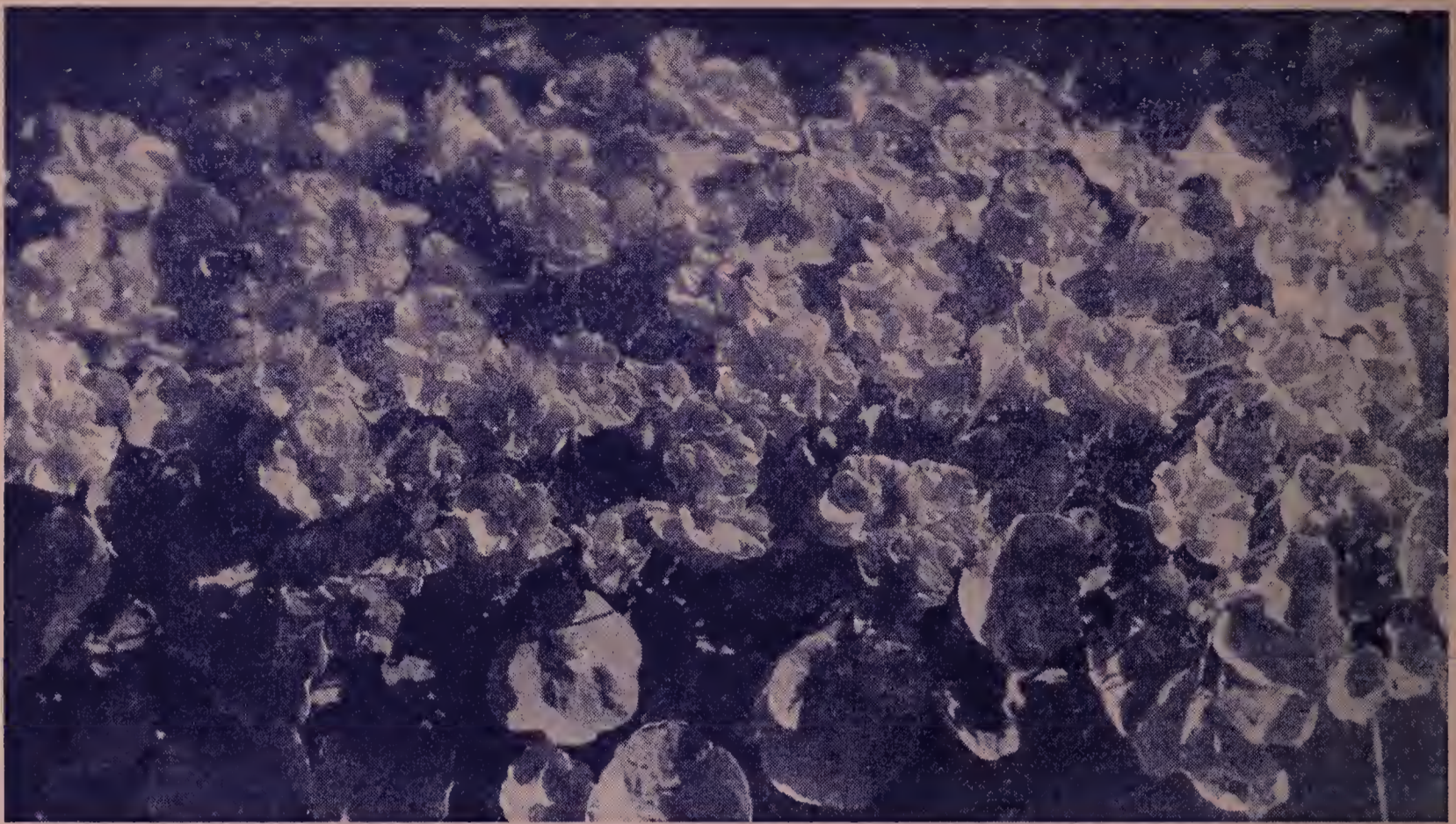


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New Super Giant Los Angeles Aster

Lovely pure shell pink, the first of a new race of Asters, resembling the famous Giants of California type, but earlier, larger and with longer and better stems, which need no disbudding.

The large flowers are most artistic, due to the curling and interlacing of the petals, giving a light, feathery effect. The color is superb. Flowers deeper and fuller centered than others of this type. Pkt. 25c; 5 pkts. \$1.00.



Window box of New Double Sweet Scented Golden Gleam Nasturtiums

Golden Gleam Nasturtium



GOLDEN GLEAM, the new sweet scented golden flowered Nasturtium with long stems, has already won many medals and prizes in America and Europe.

Splendid for bedding and borders. Very floriferous, the charming blossoms on long stems almost hiding the foliage.

An inexpensive answer to that porch box problem. (The illustration above shows part of a window or porch box—just "Golden Gleam" in the box.)

Delightful for pots also. The plants send out runners, so you can use either way—let them run and trail, or clip them off if you wish to keep in bush form. Note the new low prices: **Pkt. 10c; oz. 30c; ¼ lb. \$1.00.**

Five Favorite Flowers. Easy to Grow.

Golden Gleam Nasturtium

CALENDULA "Sunshine." An entirely new species. It's fine. The long center petals curl inwards, giving the golden canary-yellow blossoms the appearance of a lovely chrysanthemum. **Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.**

MARIGOLD "Guinea Gold." Flowers a brilliant shade of orange flushed with gold. This new variety produces almost 100% semi-double blooms on long sturdy stems. The flowers resemble giant carnations. **Pkt. 10c; ⅛ oz. 25c; ¼ oz. 40c.** (See page 43.)

CALIFORNIA POPPY (Eschscholtzia). Many new types, colors and color combinations of this popular flower. Turn to page 50 for illustrations, descriptions and prices.

ANNUAL CANTERBURY BELL (Campanula). Blooms first year from seed. See "southeast corner" of page 51.

CLARKIA A lovely annual. Bushy plants 20 inches tall bear double flowers resembling small carnations. Very pleasing for table bouquets. Buds will open after cutting. **Five separate colors:** White, pink, carmine, orange-scarlet, salmon-orange. Any color or all colors mixed, **Pkt. 10c. (SPECIAL: One each of the 5 colors for 40c.)**



Giant Exhibition Asters

Boulderado Beauty Form or type of flowers illustrated above. Plants very vigorous, 30 to 36 inches tall. Flowers, immense and fully double, are borne on long, strong stems, and last two to three weeks after cutting.

- | | |
|------------------------|--------------------|
| A20. Shell Pink | A23. Purple |
| A21. Rose Pink | A24. White |
| A22. Lavender | A25. Mixed |

A14. Peach Blossom

Price for any color or mixed: Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

Early Royal Asters A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- | | |
|-----------------------|----------------------|
| A2. White | A5. Rose Pink |
| A3. Purple | A6. Lavender |
| A4. Shell Pink | A7. Mixed |

Price for any color or mixed: Pkt. 10c; ½ oz. 30c; ¼ oz. 40c.

LONG'S Special Mixture Kinds best for cutting—plenty of best white and pinks. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

Special: Any 3 Ten-Cent Pkts. Asters for 25c; any 7 Pkts. for 50c. Alike or assorted, your selections.

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Very late.

- | | |
|-----------------------|----------------------|
| A30. White | A32. Lavender |
| A31. Rose Pink | A33. Purple |
| | A36. Mixed |

Any color or mixed for 15c Pkt.; 2 Pkts. 25c; 9 Pkts. \$1.00; ½ oz. 40c; ¼ oz. 70c.

Crego Asters Shaggy type, like Giants of California. Earlier but not so large.

- | | |
|----------------------|------------------------|
| A8. White | A10. Shell Pink |
| A9. Rose Pink | A12. Lavender |
| | A13. Mixed |

Pkt. 10c; ½ oz. 30c; oz. 50c.

Red Aster "HEART OF FRANCE." **A17.** Large deep red, long stems. Pkt. 10c.

Everlasting Aster **A16.** Resembles a large pink Straw Flower. When cut and dried it retains its color and shape. Pkt. 10c.

Sunshine Improved Giant California. Single, anemone-flowered. The new strain, mixed colors. Pkt. 15c.

SONG'S VEGETABLE SEEDS

Tried and True—Best for You

"Stringless String Beans"

V1. BRITTLE WAX. The tender pods break like icicles, with seldom a sign of string. Flavor fine. What more could one wish? The long, round, fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 17c; lb. 30c; 3 lbs. 80c, prepaid. Brittle Wax shown at the right.

V4. GOLDEN WAX. Medium early flat podded variety. Tender if picked quite young but gets stringy later. Brittle Wax much better. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V7. STRINGLESS GREEN POD. Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Splendid flavor. Large pkt. 10c; ½ lb. 15c; lb. 25c; 3 lbs. 70c, prepaid.

V9. KENTUCKY WONDER POLE. The favorite pole bean. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V10. COLORADO CREAM BUTTER (Aztec). Immense white bean, shape of navy. Pkt. 10c; ½ lb. 17c; lb. 30c; 3 lbs. 80c, prepaid.

V11. HENDERSON'S LIMA. "Baby Lima." Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V12. BURPEE'S BUSH LIMA. Pkt. 10c; ½ lb. 22c; lb. 40c; 2 lbs. 75c, prepaid.



VF13. SCARLET RUNNER. Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 22c; lb. 40c, prepaid.

For Larger Lots See Page 16



ECLIPSE.

SONG'S Table Beets

PRICES: All Table Beets at Pkt. 5c; oz. 10c.

V14. EARLY WONDER. A splendid extra early variety. Quick growing attractive variety of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter.

V16. CROSBY'S EARLY EGYPTIAN. Turnip shape; flesh deep red; quick growing.

V17. EARLY ECLIPSE. Similar to Early Wonder and Crosby's in season and shape, but flesh a lighter red. Most people prefer the darker red.

V18. DETROIT DARK RED. Globe shape; smooth; dark red; tops small, admitting close planting. A good all around early medium or late variety. Splendid for canning when small.

For Larger Lots See Page 16

How to Grow "Live Beets"

Culture: Plant any time from early spring to August. Most people make a mistake by not planting beets along in summer, as well as in spring. They come up quickly, the small half-grown size being best for canning and fine for summer use also. An ounce of seed will sow 50 feet of row. Cover ¾ inch. Pack soil well over seed. Keep soil damp until plants appear.

Washington Asparagus

Seed: Pkt. 10c; oz. 20c; ¼ lb. 40c; lb. \$1.00.
Roots: 16 for 50c; 50 for \$1.00; 120 for \$2.00, prepaid.

More About Beans

I could list a dozen or so more varieties, and did use to have a longer list. But my customers boiled the list down for me by ordering nothing else much but the favorite varieties above. Even Golden Wax could be omitted, because Brittle Wax so much better.

My "Down South" customers are especially fond of Limas. But not as dry matured beans, as usually cooked. They pick them when the beans are well formed, but still green. Then shell and cook like peas. "That's sumpin'." The Henderson or "Baby Lima" is much easier to grow than other Limas. Try Henderson Limas the "Down South" way. You'll be surprised.



Golden Tankard



Sugar Beet

LONG'S Special Beet Mixture

V27. A well-balanced mixture of Mangels and Sugar Beets, for milch cows. Mixed by myself from our tested seed. **Better for stock than all Mangels or all Sugar Beets.** Prices as above, opposite column.

Mangels, Sugar Beets

Culture: Sow 4 to 6 lbs. to acre in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. Very valuable for feeding stock especially milch cows. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 60c; 3 lbs. \$1.50; 5 lbs. \$2.25; 10 lbs. \$4.00, prepaid. Ask for prices on larger lots.

V22. **MAMMOTH LONG RED.** Great yielder. One of the best of stock beets.

V23. **GOLDEN TANKARD.** Roots rather short. Good yielder. Easy to pull.

V25. **GIANT HALF SUGAR.** Heavy yielder. Grows about half out of the ground.

V26. **WANZLEBEN SUGAR BEET.** The standard sugar beet. Extra good seed; true strain. Prices as above.



LONG'S Cabbage—Best Kinds for Home and Market

Copenhagen Market

V31. Early Round Head Cabbage, also splendid for winter, when planted later. The leaves fold so tightly that it can be grown closer together than other kinds of equal weight. Pkt. 10c; oz. 25c.

(See page 16 for sealed bags in lots of half pound or more Copenhagen Market seed.)

Danish Round Head (Short-Stemmed Hollander)

V35. One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The standard best late cabbage. Pkt. 10c; oz. 25c.

(See page 16 for sealed bags in lots of half pound or more of Danish Round Head seed.)

Golden Acre

V32. Similar to Copenhagen, but more uniform in type, a little smaller, and somewhat earlier. Heads round, from 9 to 11 inches in diameter. Pkt. 10c; oz. 25c.

Danish "Baby Head"

V33. A very early round head type that takes little space for each plant. May be set as close as 8 inches apart. The heads are of medium size, just right for average family use, and exceedingly solid. Keeps well, also, for an early variety. Pkt. 10c; oz. 25c; $\frac{1}{4}$ lb. 75c; lb. \$2.50, prepaid.

V39 $\frac{1}{2}$. **CHINESE, or CELERY CABBAGE.** Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt. 10c; oz. 30c.



V29. **EARLY JERSEY WAKEFIELD.** Small pointed head. Pkt. 5c; oz. 15c.

V28. **WINNINGSTADT.** Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 15c.

V30. **ENKHUIZEN GLORY.** About same season as Winningstadt, but head is round instead of pointed. Pkt. 5c; oz. 15c.

V34. **LATE FLAT DUTCH.** Very large. Pkt. 5c; oz. 15c.

V36. **MAMMOTH ROCK RED.** Large red cabbage. Pkt. 5c; oz. 20c.

V37. **SAVOY CABBAGE.** Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

V38 $\frac{1}{2}$. **BRUSSELS SPROUTS.** Miniature cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

For Larger Lots See Page 16

Egg Plant

Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

V68. **BLACK BEAUTY.** Pkt. 10c; $\frac{1}{2}$ oz. 25c.

Endive

WHITE CURLED. The variety most used. Pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 30c.

BROAD LEAVED. Plain, broad leaves. Pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 30c.

LONG'S Best Four Carrots

PRICES: All Carrot seed at: small pkt. 5c; large pkt. 10c; oz. 15c.

V40. OXHEART. Short, thick roots, bright orange flesh; best for heavy soil; good table carrot.



V41. DANVERS HALF LONG. Smooth, medium length, orange color roots.

V42. CHANTANEY. Similar to Danvers, but not quite so long. Splendid table carrot.

V42½. NANTES. An extra sweet table carrot. Roots do not taper much, almost cylindrical, about 6 inches long; smooth. Flesh orange-red, very sweet, and almost without core.

For Larger Lots See Page 16

LONG'S Cauliflower



PRICES: Price for either variety: Pkt. 10c; ½ oz. 30c; ¼ oz. 50c; ½ oz. 90c; oz. \$1.50; ¼ lb. \$5.00; ½ lb. \$9.00.

V38. EARLY SNOWBALL. Early and main crop variety. Selected imported seed.

V39. DRY WEATHER. Very large, and fine white heads. Resists drought well. Also called Danish Giant. Larger and later than Snowball. High grade seed.

LONG'S Celery



Culture: Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your County Agent or Agricultural College for special information on celery growing.

V44. GOLDEN SELF-BLANCHING. One of the best early kinds for fall use. Pkt. 10c; ½ oz. 25c; oz. 40c.

V46. GIANT PASCAL. The best late celery for winter use. May be blanched in garden, but to get those brittle sweet white

stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c; ½ oz. 25c; oz. 40c.

V46½. GIANT PASCAL. Special Stock. Re-selected. Fine. Pkt. 15c; ½ oz. 35c; oz. 60c.

V45. WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c; ½ oz. 25c; oz. 40c.

V47. CELERIAC. For seasoning meats and soups, also for salads. Grown exclusively for its turnip-shaped roots. Pkt. 5c; oz. 25c.

LONG'S Pop Corn



V55. JAPANESE HULL-LESS. Ears are short and "stubby." Each stalk has several good ears. Some ears have 32 rows. Grains very deep and slim. Hulls so thin and transparent that the grains seem to have no hulls.

NOTE—Most stocks of this are badly mixed with White Rice. Mine is as nearly pure as we can hope to get it. Almost as pure as Ivory Soap. Pkt. 10c; ½ lb. 15c; lb. 25c; 5 lbs. \$1.00, prepaid.

V56. WHITE RICE. Small pointed grains. Pkt. 5c; ½ lb. 13c; lb. 20c; 5 lbs. 80c, prepaid.

V57. MAMMOTH WHITE, SPANISH. Extra large, sweet and tender. Extra early. Pkt. 5c; ½ lb. 10c; lb. 18c; 5 lbs. 75c, prepaid.

V58. DYNAMITE. Also known as "T. N. T." Large ears and grains, similar to Mammoth White Spanish, but color a rich yellow, which, when popped, gives the effect of buttered pop corn. Almost "melts in your mouth." Pkt. 5c; ½ lb. 10c; lb. 18c; 5 lbs. 75c, prepaid.



LONG'S Sweet Corn

PRICES: All Sweet Corn at: Small Pkt. 5c; Large Pkt. 10c; ½ Lb. 15c; Lb. 25c, Prepaid.

Improved Golden Bantam

V49. If you plant just one kind of Sweet Corn, then make this the one. My Colorado strain has been improved by selection so that my stock now runs considerably larger than the regular Golden Bantam. Instead of just 8 rows, many ears will have 10 and 12 rows. One of the many good points about Bantam is that the silks or "whiskers" come out easily and leave a nice clean ear for cooking.

"Early Sunshine"

V48. This new "Early Sunshine" is similar to Golden Bantam in color and size, but earlier—fully a week earlier. Originated way up in North Dakota by Prof. Yeager of the N. D. Agricultural College.

V50. GIANT BANTAM. Known also as Bantam-Evergreen. Golden color.

V53. STOWELL'S EVERGREEN. The standard big late Sweet Corn. Color white.

V54. COUNTRY GENTLEMAN. Tall late. Deep, thin grains set zig-zag. White.

For Larger Lots See Page 16

Two Early Money Makers

JD Sez, Sez 'e, "Take a tip from me—plant one or both of these and cash in when first roasting ears sell for three times as much as will bring when market flooded later."

V51. EARLY GOLDEN GEM. Exceedingly early variety, originated by North Dakota Experiment Station. Popular golden color.

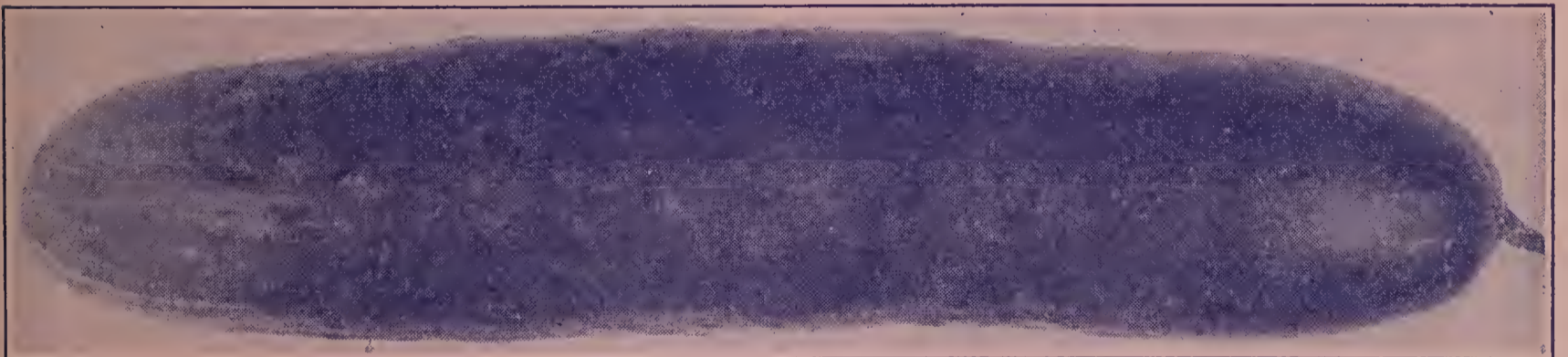
V52. EARLY WHITE MARKET (Gill). Earlier, bigger, better than Peep O' Day. A winner if your market calls for white sweet corn.

Chives



Perennial herb. The leaves have a delicate onion flavor. For seasoning green salads. Lavender flowers. **Seed,** Pkt. 10c; ½ oz. 40c. **Plants,** small clumps, 3 for 50c; 7 for \$1.00, prepaid. (Clumps can be divided.)

LONG'S Cucumbers—Best Pickling and Slicing Kinds



"Long's Long Longed-For Longest Long Green"

V66. Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market.

Really, you're missing something fine if fail to plant at least a few hills of this "Cuke." When well grown, the fruits are about a foot long and 2½ inches in diameter near the blossom end, tapering slightly toward the stem.

The flesh is white and crisp and noticeably free from that bitterness usually found in Long Green varieties. Pkt. 10c; oz. 20c; ¼ lb. 60c; lb. \$2.00, prepaid. (Call this the 5L Cuke, for short.)

Prices: All CUCUMBERS (except V66) at: Small Pkt. 5c; Large Pkt. 10c; Oz. 15c.

V61. EARLY FORTUNE. Fine for pickles when small, and good slicer.

V62. EARLY WHITE SPINE. Old favorite.

V60. KLONDIKE. Very early white spine.

V63. BOSTON PICKLING. For pickles.

V64. IMPROVED LONG GREEN.

V65. DAVIS PERFECT. So nearly perfect in shape it often brings extra price.

V67. WEST INDIA GHERKIN. Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

LONG'S Head Lettuce



Prices: All varieties **LETTUCE** (except New York and Mignonette): Pkt. 5c; Oz. 10c.

- V70. IMPROVED HANSON.** Good heading variety and may also be used as leaf lettuce when young.
- V71. ICEBERG.** Similar to Hanson. Crisp and tender. One of the best for home gardens. Fine as leaf lettuce also.
- V73. BIG BOSTON.** Popular market variety.
- V74. MAY KING.** Extra early.
- V75. DENVER MARKET.** Rather loose head; leaves light golden green, beautifully savoyed or crimped.
- V76. EARLY PRIZE HEAD.** Forms loose head. Leaves crimped; tinged brownish-red.
- V79. COS.** One of the surest blanching kinds, of elongated form.

For Larger Lots See Page 16

New Home Garden Head Lettuce

- V69. MIGNONETTE.** Here it is! A delicious head lettuce that is almost 100% sure to head. Ideal for the home garden. Heads small, so the plants may be set as closely as 5 inches apart. The outer leaves have a bronzed cast. The solid heads are a creamy greenish color. Pkt. 10c; oz. 15c; 2 oz. 25c; ¼ lb. 40c.

Mountain Head Lettuce

LONG'S Special Stock

- V72. NEW YORK.** Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. May have several more names, for all I know.

Don't pay extra for new, high sounding names. If you want to grow the best head lettuce of this type, then get the best seed of the genuine New York, no matter whether it is listed as this or given some new name.

Prepaid prices for true selected stock of this **NEW YORK** head lettuce seed: Pkt. 10c; oz. 15c; ¼ lb. 50c; 1 lb. \$1.60; 2 lbs. \$3.00; 3 lbs. \$4.50; 4 lbs. \$5.80; 5 lbs. \$7.00; 6 lbs. \$8.00; 7 lbs. \$9.00; 8 lbs. \$10.00; 9 lbs. \$11.00; 10 lbs. \$12.00. All priced prepaid.

LONG'S Leaf Lettuce

- V77. BLACK SEEDED SIMPSON.** Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor. Fine.
- V78. GRAND RAPIDS.** Makes large, compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or coldframes. Splendid for open garden also.

Herbs—All 10c Pkt.

- | | |
|----------------|----------|
| Caraway | Fennel |
| Catnip | Lavender |
| Coriander | Marjoram |
| Dill—Oz. 15c | Rosemary |
| Sage—½ Oz. 25c | Savory |

Kohl-Rabi

WHITE VIENNA. The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.



Kohl-Rabi

Kale, or Borecole

Used for greens. Pkt. 5c; oz. 15c.

LONG'S Leeks

- V788. LEEK.** Pkt. 5c; oz. 25c; ¼ lb. 75c.

LONG'S Water Melons



PRICES: All Water Melons, Pkt. 5c; Oz. 10c.

- V92. KLECKLEY'S SWEET.** The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet and sugary.
- V93. TOM WATSON.** Similar to Kleckley's Sweet, but still larger, and firmer.
- V94. ICE CREAM.** Fine, very sweet, early melon for home, or home market. Will not stand shipping.
- V95. IRISH GRAY.** Large, long melons with gray skin. Flesh firm, crisp and sweet. shell tough.
- V96½. STONE MOUNTAIN.** A new round melon having red flesh and free from stringiness. Very productive and excellent for home use.
- V84. COLORADO CITRON.** Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.

For Larger Lots See Page 16



Greeley Wonder Melon—"Sweet as Honey"

PRICES: All Musk Melons and Cantaloupes, except Nos. V81 and V91, Pkt. 5c; Oz. 10c.

V80. ROCKY FORD. The original well-known green meated strain.

V81. HALE'S BEST. One of the newest and very best of the Rocky Ford type Cantaloupes. Larger than other strains, yet about 10 days earlier. The salmon-colored flesh is fine grained and of excellent flavor. Good keeper and shipper. Pkt. 10c; oz. 15c.

V83. POLLOCK No. 10-25, SALMON TINT. Another Rocky Ford cantaloupe. Heavily netted; cut with golden center.

V85. EMERALD GEM. Small, early salmon flesh melon, fine grained and sweet. Not a shipper.

V86. BURRELL'S GEM. Larger, longer and firmer than Emerald Gem. Rather late.

V88. HONEY DEW. Same as V89, but flesh salmon.

V89. HONEY DEW. Large late melon that ripens after being picked and stored, if fails to mature in field. Green flesh.

Banana Muskmelon

V88½. BANANA MUSKMELON. The fruits are banana shape and have a banana-like flavor. Thick salmon flesh.

V90. GARDEN LEMON. Very small. For pickles and preserves. Pkt. 5c; oz. 20c.

(For larger lots of Water Melon and Musk Melon see page 16.)

Greeley Wonder Melon

V91. Originated near Greeley, Colorado. Named and introduced by myself. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. Pkt. 10c; oz. 15c; ¼ lb. 40c; 1 lb. \$1.25; 2 lbs. \$2.40; 3 lbs. \$3.15; 4 lbs. \$4.40; 5 lbs. \$5.00, prepaid.

Mustard

V123½. OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 10; ¼ lb. 25c; 1 lb. 70c, prepaid.

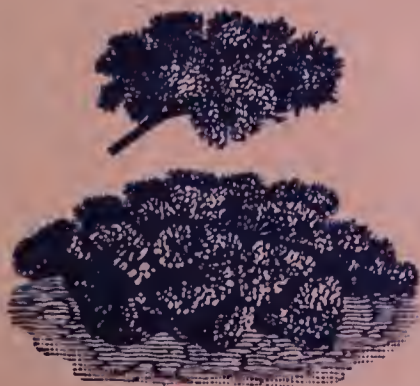
Okra, or Gumbo

The green pods are used in soups, to which they impart a rich flavor. Sow in open garden but not until ground is warm. Thin to 10 inches. Pkt. 5c; oz. 15c; ¼ lb. 40c.

Parsley

Culture: Soak seed in tepid water a few hours before planting. Cover ½ inch.

V125. DARK MOSS CURLED. Fine for garnishing. Pkt. 5c; oz. 10c; ¼ lb. 30c.



LONG'S Parsnips



Culture: Sow early in deep mellow soil, pressing soil after planting.

V126. HOLLOW CROWN. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 70c; 5 lbs. \$3.00, prepaid.

Don't Kill the Cops

If Mr. Toad is found in your garden, don't harm him, but treat him as a friend, for he is your friend, arresting and executing garden criminals.

If your sweet peas or pansies seem sick and you find lady bugs on them, don't jump at conclusions. It's lice or aphids that have injured your plants, and the lady bugs are there trying to exterminate the pests.

LONG'S ONIONS, For Home and Market

Here's That Early Golden Yellow Colorado Onion

Mountain Danvers—Franklin's Improved Strain

V103. Improved Mountain Danvers is extra early, often being ready for market when prices are highest. Also one of the best main crop kinds, keeping and shipping especially well.

Improved Mountain Danvers insures a crop in many localities where season is short and ordinary kinds would not make good. Yet it is also meeting with much favor in lower altitudes. In some localities it has been grown to weigh a pound, record yields of 600 sacks to the acre being made under ideal conditions over on the Western Slope in Colorado, where this onion originated.

The rich, golden yellow onions, developed by A. L. Franklin, are ideal globe shape, nearly as round and sound as baseballs. Necks thin.

Price for true Improved Mt. Danvers seed: Pkt. 10c; oz. 20c.

For Larger Lots of Mt. Danvers See Page 16.



Mountain Sweet Spanish

V107. One of the finest, largest and best keeping of the Sweet Spanish types, Mountain Sweet Spanish is the result of continued mountain growing of the Riverside Sweet Spanish. An excellent variety for shipping or storing for winter use. The onions are **very large globes** and yield an enormous crop per acre. The flavor is sweet and mild. Pkt. 15c; oz. 25c.

For Larger Lots of Mountain Sweet Spanish See Page 16

Riverside Sweet Spanish

V108. An American-grown strain of the famous Spanish variety, called Valencia; also Riverside. The bronze-yellow globe onions are larger and better than Prize-Taker. Heavy yielder. Good keeper. Pkt. 10c; oz. 20c.

For Larger Lots Riverside Sweet Spanish See Page 16

For Larger Lots See Page 16

V106. YELLOW GLOBE DANVERS. Well described by its name, yellow globe. Pkt. 5c; oz. 15c.

V99. RED WETHERSFIELD. Large flat red. Southport Red Globe is better. Pkt. 5c; oz. 10c.

V96. SELECT PRIZE-TAKER. Discontinued; plant Sweet Spanish; much better.

V102. WHITE SILVERSKIN. (Also called White Portugal and White Danvers.) Produces good medium sized bulbs. Is early, mild and long keeper. Pkt. 5c; oz. 20c.

V97. IDEAL WHITE GLOBE. Pure white, long keeping onion. Pkt. 5c; oz. 20c.

V104. SOUTHPORT RED GLOBE. Leading money maker for growers in some sections. Pkt. 5c; oz. 15c.

V101. EARLY BARLETTA. An early white variety used for pickling. Plant very thick. Pkt. 5c; oz. 20c.

Strong Talk About Mild Onions

One thing I never do is to promise anyone that a certain onion is very mild. Some kinds naturally milder than others, but any likely to be hot. Depends a lot on how grown. If growth is rapid, with plenty of water, the onions will be milder than if plants stunted, growth slower, and water insufficient. Some customers report that they find Mountain Sweet Spanish milder than other kinds. But why a mild onion anyhow? If want something real mild, eat an egg plant, or mushroom.

In growing onions for market, use discretion. Don't grow too many of the Crystal White Wax produced from onion plants. They are

fine, but the onions must be marketed soon after matured. Cannot be kept for rise in price like the standard sorts grown from seed, such as Southport Globes, Silverskin, Danvers, Mt. Danvers, and Mt. Sweet Spanish.

A COMMON ONION ERROR

According to Webster:

Scullion is a menial kitchen servant who washes kettles, scrubs floors, and the like. **Scallion** is a shallot, leek, or other onion that does not form a round bulb, hence, also an onion that has failed to make a slender, well-ripened neck, a thick-neck.

LONG'S Colorado Grown "Hand-Polished" Onion Sets



LONG'S Regular Sets

That's no joke. These sets are actually hand-polished, as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July.

Large Dry Onions for fall and winter use are easily raised from sets. Costs more than the plant from seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. Use the smaller size sets for growing large bulbs. Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better onions.

Prices for Regular Sets

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
YELLOW						
1 Quart ...	\$.18	\$.19	\$.21	\$.24	\$.26	\$.28
4 Quarts64	.68	.76	.84	.92	1.00
8 Quarts ...	1.20	1.38	1.44	1.60	1.76	1.92
16 Quarts ...	2.30	2.46	2.78	3.10	3.42	3.74
WHITE						
1 Quart20	.21	.23	.25	.27	.29
4 Quarts75	.79	.87	.95	1.03	1.11
8 Quarts ...	1.40	1.48	1.64	1.80	1.96	2.12
16 Quarts ...	2.70	2.86	3.18	3.50	3.82	4.14

All sets figured at 32 lbs. to bushel (1 lb. to quart).

LONG'S "Tiny" Onion Sets

The smallest of all Onion Sets, about the size of a large garden pea. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

YELLOW TINY SETS: Pint 30c; qt. 50c; 2 qts. 90c; 4 qts. \$1.70; 8 qts. \$3.30, prepaid.

WHITE TINY SETS: Pint 40c; qt. 70c; 2 qts. \$1.25; 4 qts. \$2.40; 8 qts. \$4.20, prepaid.

LONG'S Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

Prices for Hazel Sets (About 300 to the Quart)

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
YELLOW HAZEL						
1 Quart ...	\$.28	\$.29	\$.31	\$.33	\$.35	\$.37
2 Quarts54	.56	.60	.64	.68	.72
4 Quarts ...	1.00	1.04	1.12	1.20	1.28	1.36
8 Quarts ...	1.90	1.98	2.14	2.30	2.46	2.62
16 Quarts ...	3.52	3.68	4.00	4.32	4.64	4.96
WHITE HAZEL						
1 Quart35	.36	.38	.40	.42	.44
2 Quarts66	.68	.72	.76	.80	.84
4 Quarts ...	1.20	1.24	1.32	1.40	1.48	1.56
8 Quarts ...	2.20	2.28	2.44	2.60	2.76	2.92
16 Quarts ...	4.16	4.32	4.64	4.96	5.28	5.60



LONG'S Onion Plants

CRYSTAL WHITE WAX.

The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large, fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery.

Tied in bundles of approximately 100 plants to the bunch. 2 bunches (smallest quantity packed) 45c; 6 bunches \$1.00; 14 bunches \$2.00; 30 bunches \$4.00; 60 bunches \$7.00, prepaid within 4th zone only.

Popular, Profitable Peas for Particular Planters

Large, Luscious Laxtonian. Early, Too.

V406. LAXTONIAN. This big variety is as early as the small American Wonder, and only a little later than Alaska. Pods long, vines short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

Montana-Grown Early Giant Pod "Blue Bantam"

V408. BLUE BANTAM. Nothing small about this pea but the vines, which run 12 to 16 inches according to season, soil, water and cultivation. But the PEAS! Fine big pods, usually well filled, with large and luscious peas. Similar to Laxtonian. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

Favorite Dwarf Variety for Second Early

V418. DWARF TELEPHONE. A second early pea with short to medium vine, but pods and peas nearly as large as Laxtonian. Just a little later than Laxtonian. One of the best. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

Seven Other Good Kinds

V410. ALASKA. Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V412. AMEER, or GIANT ALASKA. Almost as early as Alaska, but larger. Smooth seeded. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V422. EDIBLE POD. Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

V426. EVERBEARING (Bliss). A later sort that continues bearing for a long time. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V428. GRADUS. Called also Early Telephone. Tall vines, large pods and peas. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V432. LITTLE MARVEL. Early; vine short; pods not large, but always packed tight. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

V436. TALL TELEPHONE. Very tall; pods very large. Pkt. 10c; ½ lb. 18c; lb. 30c.

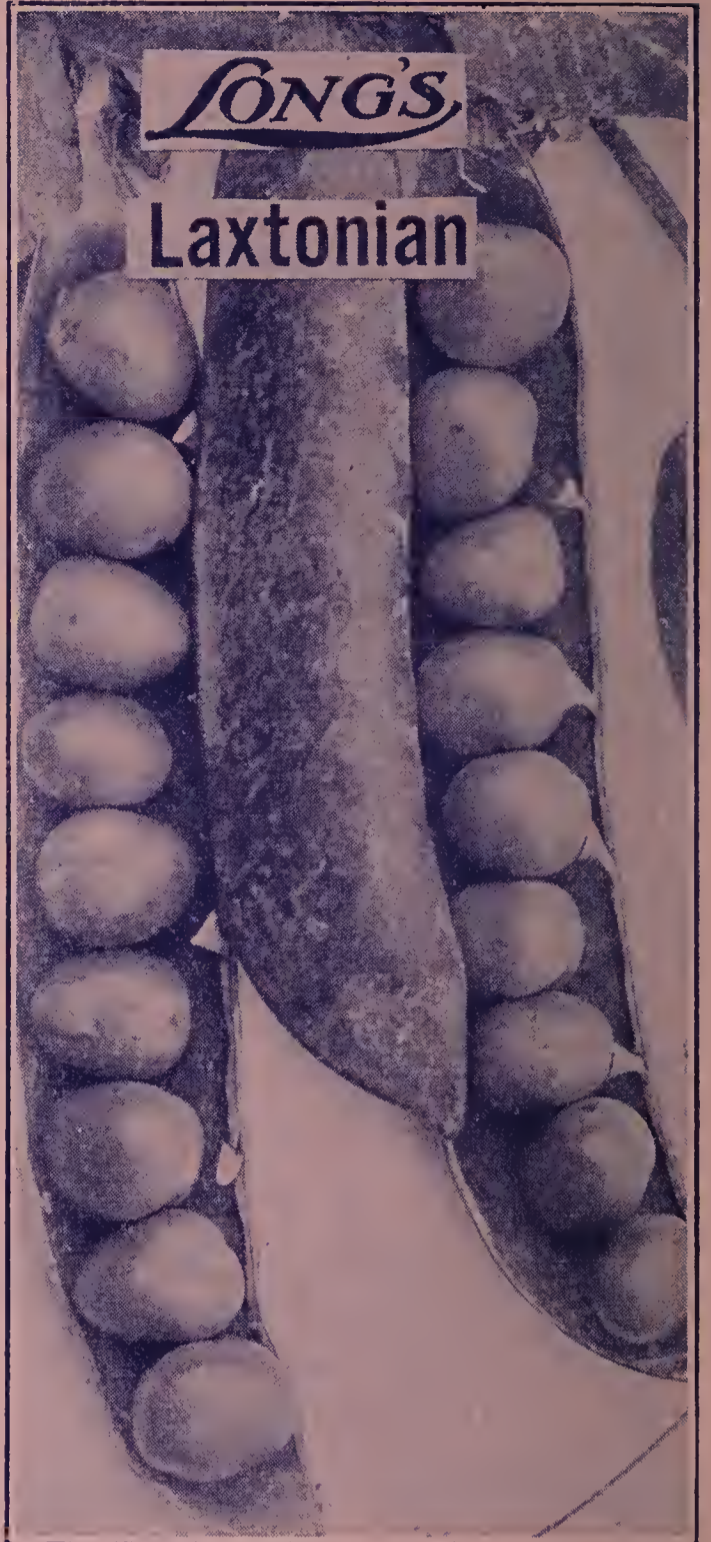
For Larger Lots See Page 16

Culture Suggestions: Peas grow and attain the stage just fine for "green peas" with so little care that they should be planted liberally. The plants store nitrogen in the soil for the crop to follow, and there is plenty of time to grow radishes, turnips, lettuce, beets, etc., after the peas have been used.

Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Blue Bantam, Dwarf Telephone—in fact, all the others in my list, are sweeter and should be planted fairly early. A long spell of cold wet weather in early spring may cause the seed to rot, but this seldom happens. Your largest plantings should be of these wrinkled, sweeter kinds.

Peas thrive best in the cooler early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring.

Sow rather thick, using a pound to about 125 feet of row, though thinner may be best if shy on moisture.



Theoretically, if you plant extra early, medium and late varieties of peas at the same time you will have a succession, one variety maturing after an earlier kind has come and gone. But in practice it doesn't always work out this way. Too many are likely to come on at about the same time. Better make some plantings a little later, sowing the extra early ones first. Try Ameer (Giant Alaska) planted just as early as the ground can be worked nicely. Then a little later, and when ground is warmed up somewhat, plant Laxtonian or Blue Bantam. In a week or so put in some Dwarf Telephone or some other medium to late varieties.

Would You Chew Wood?

You'd have a fit if the Missus would serve kindling and twine with your radish, turnips, beets, snap beans, etc. Yet many times these are served old and tough, and full of woody fibre and stringy entanglements. To avoid this, use vegetables when young and tender. To have them so when wanted, **plant often.** Don't think of planting radish, beets, beans only once. Plant every few weeks and see how nice it is to have them crisp, juicy and tender.

LONG'S

Peppers

Culture: Sow $\frac{1}{4}$ in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.



- V127. RUBY KING.** Large sweet pepper. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 45c.
- V128. CHINESE GIANT.** Larger than Ruby King. Mild. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c; $\frac{1}{4}$ lb. \$1.30.
- V129. LONG RED CAYENNE.** Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c. "Full of pep."
- V129 $\frac{1}{2}$. RED CHILI.** Small red, very hot. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 45c.

V130. PIMIENTO. Mildest of all peppers. Pkt. 10c; $\frac{1}{2}$ oz. 30c; oz. 60c.

V131. NEAPOLITAN. Early. Fruit grow upright. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

Three Fine Giant Peppers

V121. HARRIS EARLY GIANT. Earliest of all giant peppers. Enormous fruits nearly 5 inches high and $3\frac{1}{2}$ inches through. The deep green peppers turn to brilliant red. Flesh thick and of sweet, pleasant flavor. Fruits begin setting when plants are quite small. Valuable for home or market. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c; $\frac{1}{4}$ lb. \$1.10.

V122. WORLD BEATER. A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz. 35c; $\frac{1}{4}$ lb. \$1.00.

V123. CALIFORNIA WONDER. Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh $\frac{1}{4}$ to $\frac{3}{8}$ inch thick. Flavor like that of Pimientos. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. Be sure to try this. Pkt. 10c; $\frac{1}{2}$ oz. 30c; oz. 50c; $\frac{1}{4}$ lb. \$1.50.

Rhubarb, or Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

RHUBARB ROOTS. Each 25c; 3 for 60c; 6 for \$1.00, prepaid.

LONG'S Pumpkins

For larger lots see page 16.

- V132. SMALL SUGAR.** The good old yellow pie pumpkin. Pkt. 5c; oz. 10c.
- V133. LARGE FIELD.** Pkt. 5c; oz. 10c.
- V134. KING OF MAMMOTHS.** Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 10c; oz. 15c.

LONG'S Best Rutabaga



V175. AM. PURPLE

TOP. Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 70c; 2 lbs. \$1.20; 3 lbs. \$1.65; 5 lbs. \$2.50, prepaid.

Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.

LONG'S Crisp Radishes for Home and Market

PRICES: All Radishes at, pkt. 5c; oz. 10c.

- V135. EARLY SCARLET TURNIP, WHITE TIP (Sparkler strain).** Quick growing, very attractive for bunching account rich red color, except bottom, which is white.
- V137. GLASS, or CINCINNATI MARKET.** Corresponds to Icicle, but color is red. The best long red.
- V138. FRENCH BREAKFAST.** Half long type. Red, shading to white at base. Soon gets pithy.
- V139. SAXA.** Exceedingly early bright scarlet round radish, with few leaves. Flesh snow white; mild. Follow with Crimson Giant, which is a little later and keeps tender long time.
- V140. WHITE STRASBURG.** Similar to Icicle but larger and later.
- V141. CRIMSON GIANT.** Here's a hummer! Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and we have fresh, crisp radishes all summer and until late in fall.
- V142. CHINESE ROSE (Winter).** Pink, oval or half long.
- V143. WHITE CHINESE (Winter).** Very large, mild and juicy. Extra fine.



V136. WHITE ICICLE. The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September.

For Larger Lots See Page 16

Salsify (Vegetable Oyster)



V176. Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Pkt. 5c; oz. 20c; ¼ lb. 60c; lb. \$1.80.

LONG'S Squash



V149. TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth. Pkt. 10c; oz. 15c.

V150. SWEET POTATO. (Pike's Peak or Sibley.) Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes. Pkt. 5c; oz. 10c.

V151. DELICIOUS. Varies in form and color, but always good. Pkt. 5c; oz. 10c.

V152. WHITE BUSH SCALLOPED. For summer use. Pkt. 5c; oz. 10c.

V153. GIANT CROOKNECKED. Best of summer squashes. Pkt. 5c; oz. 10c.

V148. BANANA. As name implies, this is a long squash. When baked the thick golden meat is indeed delicious. Pkt. 5c; oz. 10c.

V148½. NEW TABLE QUEEN. Small but very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell, but color varies. Can be baked or boiled in 20 minutes. Served in halves, it is most attractive and delicious. Early, yet stores well. Pkt. 10c; oz. 15c; ¼ lb. 40c; lb. \$1.20.

For Larger Lots See Page 16

DESTROYING SQUASH BUGS

"The squash bugs, like chickens, come home to roost. I found that in the early morning a very small area contained millions of them, so I hit on the plan of killing them with a blue flame gasoline torch, such as electricians use for soldering. In about an hour I killed about 98 per cent of all I had and have not seen a colony in years, and scarcely ever see a single bug. There was no damage to the plants, as the bugs fall on the ground as soon as they feel heat and hear noise."—H. J. Baldwin, Minnesota.

LONG'S Spinach



V145. BLOOMSDALE, SAVOY LEAVED. One of the best early varieties. Pkt. 5c; oz. 10c.

V146. MONSTROUS-LEAVED VIROFLAY. Vigorous growing early kind with large, thick, dark green leaves. Pkt. 5c; oz. 10c.

V147. "KING OF DENMARK" SPINACH. Does not run to seed as quickly as some kinds. Makes a quick growth of dark green leaves, large and attractively crumpled. Pkt. 5c; oz. 10c.

For Larger Lots See Page 16

LONG'S "3-in-1" Vegetables

Swiss Chard



SWISS CHARD—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful vegetable. Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 90c, prepaid.

LONG'S Select Tomatoes

No Tomato Plants by Mail.

Culture: Sow the seed in boxes in the house or in hot bed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm** to start it. (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants.

Set plants deep in garden or field, about three feet apart.

V154. EARLIANA. Is somewhat small, but earliest of all. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. 90c; lb. \$3.50.

V154½. EARLIANA (Special Strain). Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

V155. BONNY BEST. Bright scarlet. Few days later than Earliana, but larger and smoother. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

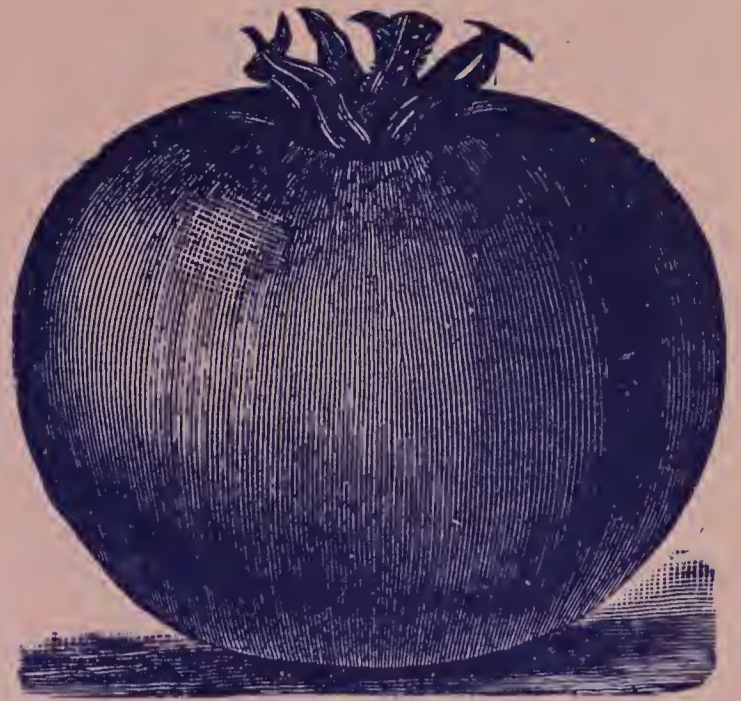
V156. CHALK'S EARLY JEWEL Deeper red than Earliana, larger and very good. Pkt. 5c; ½ oz. 25c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

V157. LIVINGSTON'S BEAUTY. Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 5c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.00; lb. \$3.50.

V158. MARGLOBE. Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Pritchard of U. S. Dept. of Agriculture. Select seed. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

V162. PONDEROSA. Largest of all tomatoes, sometimes rough, few seeds. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

V163. JOHN BAER. Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.



LONG'S Early Red Head

V160. RED HEAD is a "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the whole season. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40; lb. \$4.80.

V163½. JOHN BAER (Special Strain). Result of year's selecting to obtain earliest and best fruits of this variety. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

V164. YELLOW PEAR. Small pear-shaped tomato for preserving. Pkt. 5c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.20.

V165. GROUND CHERRY (Husk Tomato). Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; ½ oz. 25c; oz. 45c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.



LONG'S Turnips

Culture: Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

V169. EARLY SNOWBALL. Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

V170. EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size. Somewhat flat.

All Turnip Seed at: Pkt. 5c; Oz. 10c.

V171. EXTRA EARLY WHITE MILAN. Similar to V170, but pure white.

V172. PURPLE TOP STRAP LEAVED. Purple Top Globe is better.

V173. WHITE EGG. Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

V174. PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

V174½. AMBER GLOBE. Same shape as White Egg, but color nearly yellow.

For Larger Lots See Page 16

LONG'S Tomato-Pepper

V166. A "What-is-it?" vegetable of fine flavor, combining the qualities of pepper and tomato. Claimed by some a cross; by others a very mild pepper. Pkt. 10c.

"Keep the Ball a-Rolling"

The old idea with many folks was to have one big spring gardening spasm, followed by spasmodic cultivation, and let it go at that. But now, with garden space so valuable, and produce from the garden so expensive, and also more appreciated when it is fresh, we are learning how to get the greatest efficiency from our gardens.

Companion and succession crops are planned, to use space to best advantage and for as long a portion of the season as possible. Companion crops are early and late maturing kinds grown in alternate rows, so that when the early crop is off the late one may occupy the whole space for balance of the season. For instance, early radish, beets, lettuce, may go between rows of cabbage, tomatoes, squash or melons.

Succession crops are those following each other. The ground used for green onions from sets, radish, lettuce or early peas, may be used after these crops are off for celery, late sweet corn, beans or turnips. Two, three or even four crops of some things may be grown one after the other in a season.

SONG'S Larger Lots at Lower Prices

Everything, except Peas, Beans and Sweet Corn, is priced prepaid. In ordering Peas, Beans and Sweet Corn, if wanted by parcel post, add for each pound: 1c for 2nd zone; 2c for 3rd; 4c for 4th; 6c for 5th; 8c for 6th; 10c for 7th; 12c for 8th. I will pay additional postage. (Your postmaster will give you the correct zone.) 25 pounds or more often cheaper by express than parcel post. You pay express when goods arrive. Less than 100 pounds by freight may cost as much as express.

BEANS: (Not Prepaid. See above.)

Brittle Wax: 5 lbs. for \$1.00; 10 lbs. for \$1.80; 25 lbs. for \$4.00; 50 lbs. for \$7.50; 100 lbs. for \$14.00. (Plus postage if mailed.)

Golden Wax, Stringless Green Pod, Ky. Wonder, Henderson Lima; 5 lbs. for 90c; 10 lbs. for \$1.70; 25 lbs. for \$3.75; 50 lbs. for \$6.50; 100 lbs. for \$12.00. (Plus postage if mailed.)

Burpee's Bush Lima: 5 lbs. \$1.60. (Plus postage if mailed.)

Cream Butter (Aztec): 5 lbs. \$1.10; 10 lbs. \$2.00. (Plus postage if mailed.)

BEETS: (Prepaid)

All Beets: ¼ lb. 25c; lb. 70c; 2 lbs. \$1.35; 3 lbs. \$1.95; 5 lbs. \$3.20; prepaid.

CABBAGE: (Prepaid)

Copenhagen Market and Danish Roundhead, select seed: ¼ lb. 70c; lb. \$2.00; 2 lbs. \$3.80; 3 lbs. \$5.55; 5 lbs. \$8.50, prepaid.

Wakefield, Winningstadt, Enk., Glory, Flat Dutch, Rock Red, at ¼ lb. 60c; lb. \$1.80, ppd.

Danish Roundhead Cabbage Special Stock in Sealed Bags

Commercial growers demand the very best Danish grown seed of this main crop market variety, Roundhead (Short Stem Hollander). To supply this demand I have arranged with my Danish grower to ship me their best stock in **SEALED BAGS** of half pound and larger lots. You get this seed in the **original bags**, just as put up and sealed by one of the most dependable growers in Copenhagen, Denmark. My other Cabbage stocks are good, too. But this in sealed bags, from Denmark to you, is my idea of what my most particular planters desire. Prices: ½ lb. \$1.30; lb. \$2.40; 2 lbs. \$4.50; 3 lbs. \$6.45; 4 lbs. \$8.40; 5 lbs. \$10.00; 10 lbs. \$18.50, prepaid.

Specify **SEALED BAGS** when ordering this stock of Danish Roundhead.

Copenhagen Market Cabbage Special Stock in Sealed Bags

Selected and improved. Earlier and more uniform than standard good stocks of Copenhagen Market. In sealed bags direct from Denmark, in half pound and pound bags. Prices for this stock: ½ lb. \$1.40; lb. \$2.60; 2 lbs. \$5.00; 3 lbs. \$7.20; 5 lbs. \$11.50, prepaid.

CARROT: (Prepaid)

All Carrots: ¼ lb. 35c; lb. \$1.10; 2 lbs. \$2.00; 3 lbs. \$2.85; 5 lbs. \$4.50, prepaid.

SWEET CORN: (Not prepaid)

All varieties: 5 lbs. 80c; 10 lbs. \$1.50; 25 lbs. \$3.50. (Plus postage if mailed.)

CUCUMBER: (Prepaid)

All except V67 and V66: ¼ lb. 25c; lb. 80c; 2 lbs. \$1.55; 3 lbs. \$2.25; 5 lbs. \$3.50, prepaid.

LETTUCE: (Prepaid)

New York and Mignonette. See page 8.

All other Lettuce: ¼ lb. 30c; lb. 90c; 2 lbs. \$1.70; 3 lbs. \$2.40; 5 lbs. \$3.90, prepaid.

MUSK MELON: (Prepaid)

Greeley Wonder. See page 8.

Hale's Best: ¼ lb. 35c; lb. \$1.00; 2 lbs. \$1.80; 3 lbs. \$2.55; 5 lbs. \$4.00, prepaid.

All other Musk Melons: ¼ lb. 30c; lb. 90c; 2 lbs. \$1.60; 3 lbs. \$2.25; 5 lbs. \$3.50, prepaid.

WATER MELON: (Prepaid)

All varieties: ¼ lb. 25c; lb. 75c; 2 lbs. \$1.40; 3 lbs. \$1.95; 5 lbs. for \$3.20; 10 lbs. \$6.00, prepaid.

ONION: (Prepaid)

Barletta, Red Wethersfield, Southport Red Globe, So. Yellow Globe, Yellow Globe Danvers: All, ¼ lb. 50c; lb. \$1.50; 2 lbs. \$2.90; 3 lbs. \$4.20; 5 lbs. \$6.80; 10 lbs. \$13.00, prepaid.

Silverskin and Ideal White Globe: ¼ lb. 60c; lb. \$2.00; 2 lbs. \$3.80; 3 lbs. \$5.55; 5 lbs. \$9.00, prepaid.

Mountain Danvers, Imp.: ¼ lb. 55c; lb. \$1.70; 2 lbs. \$3.20; 3 lbs. \$4.80; 5 lbs. \$7.50; 10 lbs. \$14.00, prepaid.

Mt. Sweet Spanish: ¼ lb. 80c; lb. \$2.50; 2 lbs. \$4.80; 3 lbs. \$6.90; 5 lbs. \$11.00; 10 lbs. \$21.00, prepaid.

Riverside Spanish: ¼ lb. 70c; lb. \$2.20; 2 lbs. \$4.20; 3 lbs. \$6.00; 5 lbs. \$9.50; 10 lbs. \$19.00, prepaid.

PEAS: (Not prepaid. See above.)

Alaska, Ameer, Everbearing, Gradus: 5 lbs. 80c; 10 lbs. \$1.50; 25 lbs. \$3.50; 100 lbs. \$13.00. (Plus postage if mailed.)

Blue Bantam, Dwarf Telephone, Edible Pod, Laxtonian, Little Marvel, Tall Telephone: 5 lbs. \$1.00; 10 lbs. \$1.70; 25 lbs. \$3.75; 100 lbs. \$14.00. (Plus postage if mailed.)

PUMPKIN: (Prepaid)

Sugar: ¼ lb. 25c; lb. 65c; 5 lbs. \$3.00.

Field: ¼ lb. 25c; lb. 60c; 5 lbs. \$2.75.

King of Mam.: ¼ lb. 35c; lb. \$1.20.

RADISH: (Prepaid)

All Radish seed at: ¼ lb. 25c; lb. 75c; 2 lbs. \$1.35; 3 lbs. \$1.95; 5 lbs. \$3.20; 10 lbs. \$6.00, prepaid.

SPINACH: (Prepaid)

All Spinach at: ¼ lb. 15c; lb. 40c; 2 lbs. 75c; 3 lbs. \$1.10; 5 lbs. \$1.75; 10 lbs. \$3.40, prepaid.

SQUASH: (Prepaid)

True Hubbard: ¼ lb. 35c; lb. \$1.20; 2 lbs. \$2.30; 3 lbs. \$3.30; 5 lbs. \$5.25; 10 lbs. \$10.00, prepaid.

Table Queen: See page 14.

All other Squash: ¼ lb. 30c; lb. 90c; 2 lbs. \$1.70; 3 lbs. \$2.40; 5 lbs. \$3.90; 10 lbs. \$7.50, prepaid.

TURNIP: (Prepaid)

All Turnips: ¼ lb. 25c; lb. 70c; 2 lbs. \$1.20; 3 lbs. \$1.80; 5 lbs. \$2.60; 10 lbs. \$4.80, prepaid.

GLADIOLUS

LONG'S WHOLESALE GLADIOLUS PRICE LIST

(Not Prepaid, but F. O. B. Boulder)

See List Other Side This Sheet

Certain varieties and sizes of Gladiolus bulbs, also bulblets, I have in large quantities, so can offer them at special Wholesale prices, as listed on this BLUE sheet.

These prices are f. o. b. Boulder, instead of prepaid. The prices in main catalogue are prepaid to you.

Wholesale prices are for actual count. Of course, I'm likely to forget and slip in some overages anyhow, but the BLUE sheet offers do not carry the promise of "Long's long count" mentioned on page 18.

I Recommend Shipments by Express. Except for short distances, and small packages, express is often cheaper than parcel post. A special second class rate applies to bulbs shipped by express. If by express, you pay express when package arrives. (We saved an eastern customer nearly \$2.00 by sending a big Glad order by express. The express was about \$5.00 against \$7.00 or so if parcel post.)

But if you prefer parcel post shipment, then the postage will be collected when parcel is delivered. The postage is C. O. D. No accounts kept of postage.

When ordering from list on this BLUE sheet, please say F. O. B. Boulder.

Now if you order part from the PINK pages in catalog and part from the BLUE sheet, you can do this, if you care to: Let all come by express; you pay express on Glads ordered from PINK pages as well as from BLUE sheet.

Then to MORE THAN OFFSET THE EXTRA EXPRESS, I'll send you extra stock of the items ordered at prepaid prices. I'll be liberal, all right. This applies to orders that total at least \$3.00.

But don't think you need to have the prepaid items come at your expense, with extra stock to offset express. That's just a suggestion. I prepay, unless you otherwise instruct, all Glads listed and priced on the PINK pages. And, as promised, I treat you pretty liberally as to count and extras, especially if order amounts to \$3.00 or more.

I'm not holding you to any certain amount you must order to take advantage of these BLUE sheet prices, but for your own advantage will say that less than, say, \$3.00 or so might not be an economical shipment for you to pay express or parcel post and C. O. D. for postage.

If your order from the BLUE sheet amounts to \$5.00 or more I will guarantee that the BLUE sheet prices plus express will not be more than the same items at prepaid prices. It will usually be less, of course, especially if a good size order. But if more, then I'll pay the difference if you let me know. (Get your neighbors to combine their orders with yours, to make up a good size order.)

Shall We Substitute? Please be sure to state whether it will be satisfactory to you for us to send smaller size in case sold out size ordered, we sending more, if smaller, to give same value. If no instructions to the contrary, we may do so. Also, if you care to make second choice, please name several other varieties we may send if sold out kind ordered.

GLADIOLUS BULBLETS PRICED F. O. B. BOULDER

(You can't put a "Long" quart of bulblets into a quart milk bottle)

	Quart	2 Quarts	4 Quarts	8 Quarts
AIDA	\$ 3.00	\$ 4.80	\$ 8.00	\$ 14.00
AVE MARIA	3.00	5.00	9.60	16.00
BLUE DANUBE	40.00	70.00	120.00	200.00
BLUE TRIUMPHATOR	50.00	90.00	160.00
COMMANDER KOEHL	10.00	16.00	30.00	54.00
GLORIANA	1.20	2.00	3.50	6.00
LIBELLE	75.00	140.00
MAID OF ORLEANS.....	55.00	100.00
MAROCCO	3.60	7.00	12.00
OUR SELECTION	4.00	7.50	14.00
PICARDY	40.00	70.00	120.00	200.00
RAMESES	50.00	90.00
SUNSHINE GIRL (Slightly Mixed).....	12.00	18.00	30.00	55.00
VEILCHENBLAU	2.40	4.20	8.00	15.00

Notice. All offers at special f. o. b. Boulder prices are subject to stocks on hand upon receipt of order. I reserve Glad bulbs and bulblets to take care of my normal requirements for the small or retail orders.

It's All in the Catalogue. Please do not order anything not listed in this catalogue. If a former variety or size is not found in this catalogue, it means that I have sold all I care to spare this season. Need the rest for my own planting to increase stocks for next season.

Join the American Gladiolus Society. Send \$2.00 to Roscoe Huff, Secy., Goshen, Ind., which pays your dues for one year and brings you the monthly official magazine of the society, The GLADIOLUS REVIEW.

Gladiolus Wholesale Prices F. O. B. Boulder

25 or more bulbs at the 100 rate. Pint bulblets at quart rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price UNLESS YOU REQUEST OTHERWISE. (NO ITEM LESS THAN 15c.) TERMS: See page 18; also other side this sheet.

Bulbs prices Per 100.	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blbs. Per Quart
AFLAME	\$ 2.20	\$ 1.80	\$ 1.40	\$ 1.20	\$.90	\$	\$ 4.00
AIDA	2.40	2.00	1.60	1.40	1.00		3.00
ALBATROSS		4.20	3.00	2.00	1.60		
APRICOT GLOW	1.60	1.40	1.20	1.00			1.00
AVE MARIA	2.40	1.80	1.40	1.20	1.00		3.00
BERTY SNOW	2.00	1.60	1.20	1.00	.80		2.80
BETTY CO-ED	16.00	11.00	8.00	6.00	5.00		
BETTY NUTHALL	2.00	1.60	1.20	.80	.72	.60	2.00
BLUE DANUBE	16.00	12.00	10.00	8.00	6.00	5.00	
BLUE TRIUMPHATOR	20.00	16.00	14.00	12.00	10.00		
CHAS. DICKENS		1.40	1.20	1.00			
COMMANDER KOEHL	6.00	4.80	3.00	2.00	1.60	1.20	10.00
CORONADO	4.00	3.00	2.00	1.20	1.00	.80	4.00
CORYPHEE	4.00	3.00	2.00	1.20	1.00		3.60
DR. BENNETT	1.80	1.40	1.00	.80			1.80
DR. SHOOK	2.00	1.60	1.20	1.00			
FATA MORGANA	16.00	12.00	10.00				
GIANT NYMPH	2.00	1.50	1.20	1.00			
GLORIANA	1.60	1.40	1.00	.80			1.20
GOLDEN DREAM		1.40	1.00	.80			1.20
GRAF ZEPPELIN	11.00	9.00	7.00	6.00			
JANET	5.40	4.20	3.60	3.00	2.40		10.00
JOERG'S WHITE		2.00	1.60	1.20			
J. VAN TETS	16.00	12.00	10.00	8.00			
JUBILEE	5.40	4.80					
LA PALOMA	5.00	4.00	3.00	2.40	2.00		6.00
LIBELLE	20.00	16.00					
LOS ANGELES	2.00	1.50	1.20	1.00	.80		
LOYALTY	3.60	2.60	2.00				4.00
MAID OF ORLEANS	18.00	16.00	12.00	10.00			
MARMORA	2.80	2.00	1.60	1.20			2.80
MAROCCO		2.20	1.80	1.20	1.00		3.60
MARY JANE	2.40	2.00	1.60				
MINUET	2.80	2.00	1.60	1.40			
MISS DES MOINES	8.00	6.00	5.00				
MISS GREELEY	12.00	10.00	8.00				
MOTHER MACHREE	6.00	4.80	3.60	3.20	2.40		5.00
MRS. DOUGLAS	2.00	1.60	1.20	.80			2.00
MRS. KONYNENBURG		1.60	1.20	1.00	.80		1.80
MR. W. H. PHIPPS	2.00	1.60	1.20	1.00			2.00
NANCY HANKS	2.00	1.60	1.20	1.00			2.00
ORANGE WONDER	2.40	1.80	1.40	1.20	.90		3.80
OUR SELECTION	4.40	3.60	2.80	1.80	1.20	.90	4.00
PATRICIA CARTER	2.80	2.20	1.80				
PFITZER'S TRIUMPH		1.60	1.20	1.00	.80		2.60
POUR LE MERITE	5.40	4.80	3.60	3.00			7.00
PURPLE GLORY	2.00	1.60	1.20	1.00			
RAMESES	20.00	16.00	14.00	12.00	10.00	8.00	
RED PHIPPS	14.00	11.00	9.00	8.00	6.40	5.60	
1910 ROSE	2.00	1.60	1.20	1.00	.80		
ROSE ASH	2.00	1.60	1.20	1.00			
ROYAL LAVENDER	3.20	2.40					5.00
RUFFLED GOLD	3.20	2.40					
SALBACH'S PINK	6.40	4.80					10.00
SCARLET WONDER	2.40	1.80	1.40	1.20	.90		
SCHWABEN GIRL	16.00	14.00					
SONNENBERG	8.00	6.40	5.20				
SOUVENIR	2.00	1.60	1.20	1.00	.80		
SPIRIT OF ST. LOUIS	2.00	1.60	1.20				1.80
STUTTGARDIA	7.20						
SUNSHINE GIRL (slightly mixed)	6.00	4.80	3.60	2.40	2.00		12.00
VEILCHENBLAU		1.60	1.20	1.00	.80		2.40
WINGED VICTORY	8.00	6.00	4.80	3.60			
EXHIBITION MIXED	2.40	1.80	1.20	1.00	.80		4.00

For 1000 price multiply 100 price by 8. 250 at 1000 rate.

Gladiolus — The King of Flowers

Glads are so easy to grow that even if you don't have good "luck" with flowers, as a rule, you can hardly fail with Glads. It's worth quite a bit to start out with this feeling of success practically assured.

We grow these lovely flowers by planting bulbs, just about the same as we would plant onion sets—no more trouble to plant them than to plant the sets. The bulbs vary much in size, from as small as a large garden pea up to several inches in diameter.

The smallest bulbs are not supposed to bloom the first year, though some of them do. They are planted to grow nice large blooming size bulbs for next year. Growing and increasing Glad stocks from these small bulbs and still smaller bulblets is another story and an interesting and profitable one. Just now we will talk about growing Glads from the blooming size bulbs—those that give us quick returns in flowers.

And that's just one of the many remarkable and delightful points about Glads. You not only get your money's worth, and then some, the first year from the flowers, but when fall comes you are handed back not just as many bulbs as you planted, but still more, as a rule, with a lot of tiny bulblets hanging to the apron strings of the mother bulbs, for good measure.

Show me the fella who started that saying, "You can't eat your cake and keep it too"! I'll bet he never grew Glads. Just think of it! From the one investment you can grow and enjoy Glads for years. With care you can increase the supply from year to year. Seems too good to be true, doesn't it?

That's why buying Glad bulbs should not be considered an expense, but an investment. This idea could be carried further, of course, to prove that buying any sort of flower bulbs, plants and seeds, should not be considered an expense, for if growing flowers add to your happiness and health it isn't altogether an expense, to say the least.

Just what is there about Glads that make them so interesting and fascinating to grow? Sure, they're easy to grow, as I've said. That helps a lot. But that alone would not mean so much. Weeds are easy to grow. What counts is what you've got after you've grown 'em. That's where Glads shine.

Along in July you begin to get your first blooms. A medium size bulb will send up one spike, maybe two. A large bulb usually produces two or three, sometimes four spikes. A spike is the tall shoot that comes out of the leaves and unfurls a flag, so to speak, of blossoms.

Not all the blossoms open at once. A few varieties, like Phipps and some others, will sometimes display all or nearly all the blossoms of a spike at one time. Usually the lower buds unfold, one after another, several a day, thus going up the spike until the top-most buds open. The whole performance lasts a week or ten days. With some varieties, as long as 18 or 20 days. Lower blossoms fade after a few days, as newer ones come out.

It is this gradual unfolding habit that makes the Glad such a satisfactory and profitable flower for florists. They use them by the millions annually. Literally millions of Glad bulbs are planted during the winter, while millions more are grown by florists, as well as others who sell to florists, during the summer and fall.

The amazing thing about Glads as cut flowers is the fact that the spikes may be cut when the very first bud is partly open, or even before it unfolds at all. After that

the spikes may be taken into the house, where they will go right on with their schedule of blooming, as though left on the plant in the garden.

Thus the cream of the garden can be transferred into the house, on the dining room table, in the sick-room, or to decorate a room or entire house. It is not unusual to have these cut spikes in bloom ten days or so indoors. All they ask is water, light and air.

But that's not all. Seems like the Glad has more good points than any other flower. When cut with first buds about to open, the spikes may be shipped hundreds, even thousands of miles, after which they will come forth smiling, and bloom splendidly.

Although popular for years, the Glad is coming into favor more and more as people discover new ways of using it for garden display and as a cut flower. As I've mentioned, few flowers are so welcome in the sick-room, for it is a never-ending joy for the sick or convalescent to watch the buds unfold from day to day—to figure out just how long before the next flower will be full open, and to enjoy the beauty of the flowers individually and collectively.

Having no odor or fragrance, the Glad can be enjoyed by many who could not endure some other flowers in a room.

Much could be said also about using more Glads for garden display. A long period of blooming can be had by planting different varieties, some blooming earlier than others. Also, by planting different size bulbs of same or different varieties. The larger bulbs bloom first, followed by blooms from the smaller bulbs.

Then, too, many kinds send out additional spikes as side shoots. A few even produce good size spikes from the stump after the main spike has been cut. The Los Angeles is especially noted for this, having won the name, "The Cut-and-Come-Again Glad." Plant them in rows, colonies, clumps or masses. A nice way to use them around the house and lawn is to plant each color or kind separately in small groups. Often a bit of space around edges of shrubbery can be utilized this way.

While Glads grown in mixtures are pleasing, yet your Glad joy motor will never hit on all six until you begin to plant named varieties and learn to know each Glad by its own name, same as you know your best and closest friends.

There are today thousands of named Glads, no two just alike. And more being originated and introduced each year. Naturally, one inquires, "Just how long can this continue? Will not every conceivable color, combination of colors, type and form be brought forth ere long?" The answer is, "When there are so many people on earth that no further variation in appearance, habit, etc., is possible, then the limit shall have been reached in Glad origination."

However, out of these thousands, only a few hundred are of outstanding merit. Others will come and go. A few topnotchers are introduced each year, along with many kinds that are no better than the old favorites. Some not so good. It's my job, and the job of anyone who specializes in growing and selling fine Glads, to sort out the better kinds and discard the less desirable. In the following list you will find a number of the newer and better kinds that will be grown and highly prized long after many others are forgotten. All are good, but some are exceptionally good. If a few are rather too high in price this season for your Glad budget, just wait a year or two until stocks increase and prices decrease.

Three Size Glad Bulbs

The **LARGE BULBS** will measure (in diameter) from 1¼ inches up, mixed sizes. This size is designated by letter "L."

MEDIUM BULBS measure ¾ to an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium Bulbs** are designated by letter "M."

SMALL BULBS are designated by the letter "S." They will average about half-inch in diameter, some larger, some a little smaller. **Not sold as blooming sizes, yet many will bloom.**

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L, M** or **S.**

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many smaller bulbs will bloom, producing smaller spikes.

Medium and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets.

Prices, Terms, Delivery

If possible, please make your Glad order total at least \$1.00. Smaller orders, prepaid, are filled at a loss to me. I can be more liberal in filling your Glad order if it runs around \$3.00 or more.

LONG'S Long Count

As my old customers know, your Glad orders will be filled most liberally. I could promise you more for your money, but I like to surprise you by doing better than I offer. **The larger the order, the more liberal the overcount.**

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we ship.

DELIVERY: Orders selected at prices on pink pages. I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be **SURE** to give express office address also when ordering.

Pink Page Prices Prepaid

All Glad prices in main catalog on the **PINK PAGES** are prepaid to you. The prices on the special **BLUE PAGES** not prepaid, but f. o. b. Boulder, you paying transportation. Read carefully full information and instructions regarding this on the **BLUE PAGES.**

Second Choice, Please. Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or, if you wish, say we may send something good, our own selection, from kinds we have yet in good supply. For this help, we will slip you a few extra bulbs as our thanks.

If You Pay Transportation

As noted, I prepay all but wholesale lots, listed on blue pages.

BUT, many customers have been much pleased with my special proposition in the past. The customer pays express on Glads priced prepaid and I send extra Glads to more than offset the express charges.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. **Just say, "Send all at my expense and add more Glads to cover sending costs on prepaid items."**

On good size orders express usually cheaper, as bulbs take a special second class rate by express. We ship bulbs safely by express all winter long.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. We keep no postage accounts. Either express, you pay express on arrival, or parcel post, the postage C. O. D. (See more about express on blue sheet.)

Splendid Named Varieties

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

Acadia (Palmer.) Geranium-pink. Large. (L. 40c) (M. 20c).

Aflame (H.) Giant begonia-rose. (L. 2—14c; 10—50c) (M. 10—30c) (S. 10—15c).

Aida (Pf.) Rich deep violet-blue. Large, tall, straight, early, strong grower: great favorite. (L. 2—14c; 10—50c) (M. 10—30c) (S. 10—15c).

Albatross (Pf.) Large pure white. (L. each 15c; 10—\$1.00) (M. 2—15c; 10—50c) (S. 10—30c).

Amador (Kingsley.) New glowing red Glad that glistens in the sun, and sparkles under electric light. Good size, good spike. (L. 60c; 10—\$4.80) (M. 40c; 10—\$3.20) (S. 30c; 10—\$2.40).

Apricot Glow (Palmer.) As named. (L. 10—40c) (M. 10—20c).

Ave Maria (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—15c; 10—50c) (M. 10—30c) (S. 10—20c).

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 12c; 10—\$1.00).

Beat All (Europe.) Large rose-salmon. (L. 35c; 10—\$2.80).

Berty Snow (Mair.) Large lavender. (L. 2—15c; 10—50c) (M. 10—28c) (S. 10—18c).

Betty Brown Eyes (Briggs.) Orange, maroon blotches on two lower petals. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00).

Betty Co-Ed (Briggs.) Soft creamy-pink, "that school girl complexion." (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

Betty Nuthall (Salbach.) Coral with orange throat. Wonderful. (L. 2—15c; 10—50c) (M. 10—30c) (S. 10—15c).

Blue Danube (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large well spaced and faced blooms. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

Blue Triumphator (Pf.) Largest of the near blues. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

Champlain (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. each \$4.00) (M. each \$3.00) (S. each \$2.00).

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. (L. 3—15c; 10—44c) (M. 10—20c).

Chas. Lindbergh (Prestgard.) Pink with light throat. Tall, straight, charming. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00).

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 12c; 10—\$1.00) (M. 2—15c; 10—50c) (S. 10—25c).

Coronado (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 10—30c) (S. 10—16c).

Coronation (Palmer.) Light salmon, shading to cream. Exhibition type. Very lovely. (L. each \$1.60) (M. each 80c) (S. each, 50c).

Coryphee (Pf.) Soft pink with white throat. Very large blooms. (L. 2—15c; 10—60c) (M. 10—30c) (S. 10—20c).

Damascus (Stevens.) Deep rose purple, overcast blue, red blotch. One of the most popular smokies. (L. 15c; 10—\$1.20) (M. 10c; 10—66c).

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. each \$1.60) (M. each 80c) (S. each 50c).

Dr. F. E. Bennett (D.) Bright red. (L. 3—15c; 10—44c) (M. 10—20c).

Dr. Durr (Pf.) New white with cream throat. (L. each \$1.25) (M. each 80c) (S. each 50c).

Dr. Moody (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Nelson Shook (K.) Tyrian-rose. Ruffled. (L. 3—15c; 10—44c) (M. 10—28c).

Duna (Palmer.) Soft light pinky buff. (L. each \$1.60) (M. each 80c) (S. each 50c).

Erica Morini (Pf.) New large red. (L. each \$1.25).

Fata Morgana (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60).

Frank J. McCoy (Briggs.) Tall, large pink. (L. 10c; 10—80c) (M. 2—15c; 10—50c).

Frederick Christ (D.) LaFrance pink and yellow. (L. 25c; 10—\$2.00).

Gate of Heaven (Himmelstor.) Tall, strong growing pure, rich deep yellow. Florets large, ruffled, well placed and of good substance, standing hot or stormy weather. (L. each \$2.25) (M. each \$1.50) (S. each \$1.00).

Giant Nymph (Coleman.) Pink with creamy throat. Tall, large, very good. (L. 2—12c; 10—50c) (M. 10—25c).

Gloriana (Betscher.) Salmon pink. (L. 3—14c; 10—36c) (M. 10—18c).

Glory of U. S. A. (Cary.) Orange-salmon. (L. 14c; 10—80c) (M. 3—15c; 10—40c).



MR. W. H. PHIPPS
THE "WONDER GLAD"
GROWN BY J. D. LONG

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream, also larger. A winner. (L. 65c) (M. 45c) (S. 30c).

Golden Dream (Groff.) Tall, deep yellow. (L. 3—14c; 10—40c) (M. 10—20c).

Gold Mine (Briggs.) Large yellow similar to Golden Measure, but better. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

Graf Zeppelin (Pf.) Clear brilliant red. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 3—20c; 10—60c).

Hercules (Crow.) New shade of clear buff. Tall, massive spike. Blooms large and of heavy texture. (L. each \$4.00) (M. each \$2.00).

Inspiration (Palmer.) Deep shrimp-pink. Fluted form blooms. (L. 65c) (M. 45c).

Jane Addams (Dec.) Very large lavender. (L. 10c; 10—70c) (M. 3—14c; 10—40c).

Janet (Crow.) Smoky gray shaded peach-pink. Unique. (L. 12c; 10—\$1.00) (M. 2—15c; 10—50c).

Joerg's White (Joerg.) Creamy white. Short spike. (L. 3—20c; 10—50c) (M. 10—30c).

Jonkheer Van Tets (Pf.) Grand immense white. Many say the best big white, all points considered. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Jubilee (Kemp.) Very large, splendid lavender-pink. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c).

King Arthur (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. each \$1.00) (M. each 70c) (S. each 50c).

La Paloma (Dusinberre.) Vivid orange. (L. 12c; 10—90c) (M. 2—12c; 10—50c).

Libelle (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

Linalee (D.) Large rich pink, apparently a Phipps seedling, but color deeper and lovelier than Phipps. Tall spike. Not much stock of this. (L. 20c; 10—\$1.80).

Los Angeles (Houdyshel.) Shrimp pink, tinted orange. (L. 2—12c; 10—50c) (M. 10—25c).

Loyalty (Austin.) Very clear yellow of good size. Sturdy grower, straight spike. (L. 10c; 10—70c) (M. 3—14c; 10—40c).

Ludwig Beethoven (Pf.) Smoky mauve (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Maid of Orleans (Pf.) Large, lovely cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

Mammoth White (U. B.) Large white. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Marjorie Morrill (Jacobs.) Creamy pink. (L. 50c) (M. 30c) (S. 20c).

Marmora (Errey.) Immense smoky lavender from Australia. Many blooms open, on good tall, straight spike. Great exhibition variety. (L. 2—14c; 10—50c) (M. 10—25c) (S. 10—15c).

Marocco (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—15c; 10—60c) (M. 10—36c) (S. 10—18c).

Mary Jane (K.) Silvery lavender. (L. 2—14c; 10—60c) (M. 10—32c).

Mildred Louise (Wentworth.) Marvellous strawberry pink. See description and prices on page 25.

Minuet (J. C.) Large lavender. (L. 2—15c; 10—50c) (M. 10—25c).

Miss Des Moines (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c).

Miss Greeley (Briggs.) Similar to Mr. W. H. Phipps but about three weeks earlier than Phipps. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

Moorish King (Pf.) Large dark mahogany-maroon. (L. each 80c).

Mother Machree (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c) (S. 10—36c).

Mrs. F. C. Hornberger (F. C. H.) Good white (L. 2—14c; 10—60c) (M. 10—30c).

Mrs. Leon Douglas (K.) Begonia-rose. (L. 3—15c; 10—44c) (M. 10—20c).

Mrs. Ray Chase (Miller.) Large creamy white, sometimes tinted or suffused with pink. Excellent. (L. 50c; 10—\$4.00) (M. 35c; 10—\$2.80) (S. 25c; 10—\$2.00).

Mrs. Van Konynenburg (Pf.) Tall blue-lavender. (L. 3—14c; 10—44c) (M. 10—24c) (S. 15—15c).

Mr. W. H. Phipps (D.) "The Wonder Glad." La-France pink. (L. 2—12c; 10—50c) (M. 10—25c).

Nancy Hanks (Salbach.) Apricot-orange. (L. 3—15c; 10—44c) (M. 10—25c).

Orange Wonder (Kemp.) Not a prim, but good large orange Glad. Tall, strong, straight spike. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—15c).

Orchid (Sprague.) Lavender-pink on pale frosted surface. Edges lacinated and ruffled. (L. 3—16c; 10—50c) (M. 10—30c).

Our Selection (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 12c; 10—\$1.00) (M. 10—50c) (S. 10—20c).

Patricia Carter (K.) Clear shell pink prim. (L. 2—14c; 10—60c) (M. 10—36c).

Paul Pfitzer (Pf.) Purple. (L. 2—14c; 10—60c) (M. 10—30c).

Pelegrina (Pf.) New near-blue. (L. each 45c) (M. each 35c) (S. each 25c).

Pfizer's Triumph (Pf.) Immense blooms of salmon-orange. Usually classed with reds. Many open. A sensation at shows. (L. 2—12c; 10—50c) (M. 10—24c) (S. 15—15c).

Picardy (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 12c; 10—\$1.00).

Pirate (Palmer.) Shades of carmine and pomegranate-purple. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Purple Glory (K.) Dark purple-red. Ruffled. (L. 2—12c; 10—50c) (M. 10—30c).

Pour Le Merite (Europe.) Large pure white. Many open. (L. 12c; 10—\$1.00) (M. 10—60c).

Rameses (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60).

Rapture (Palmer.) Medium light-salmon with diffused creamy blotch. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 10c; 10—80c).

Red Phipps (Briggs.) Color a glowing red. Splendid spike, good placement. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

Rideau (Palmer.) Smoky salmon shade. Large. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 10c; 10—80c).

Royal Lavender (Schleider.) Deep lavender. A charming shade of lavender. (L. 2—14c; 10—60c) (M. 10—30c).

Ruffled Gold (G.) Tall yellow. (L. 2—14c; 10—60c) (M. 10—36c).

1910 Rose (Kunderd.) An extra early rose colored Glad of good size. (L. 2—12c; 10—50c) (M. 10—25c).

Rose Ash (D.) Ashes of roses color. (L. 2—12c; 10—50c) (M. 10—25c).

Salbach's Orchid (Salbach.) Similar to Minuet but pink—the shade of a Cateya orchid. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 12c; 10—\$1.00).

Salbach's Pink (Salbach.) Large geranium-pink. (L. 15c; 10—\$1.20) (M. 2—15c; 10—70c).

Scarlet Wonder (Cowee.) Immense brilliant red. (L. 3—14c; 10—44c) (M. 10—25c).

Schwaben Girl (Pf.) Pure pink without markings. Strong, straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 25c; 10—\$2.00).

Seestern (Pf.) Light salmon pink, with orange scarlet blotches on lobe petals. (L. each \$2.00) (M. each \$1.25) (S. each 80c).

Senorita (Salbach.) Orange-salmon. (L. 2—12c; 10—50c) (M. 10—30c).

Sonnenberg (Bill.) Massive spikes of creamy pink blooms. The pink shades to soft yellow in throat. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Souvenir (Europe.) Very early, rich yellow of medium size and good habits. (L. 2—12c; 10—50c) (M. 10—25c).

Spirit of St. Louis (M.) Early orange-saffron. (L. 2—12c; 10—50c) (M. 10—30c).

Spray of Gold (Palmer.) Deep, clear yellow. Waved petals. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

Star of Bethlehem (Pf.) New pure white. (L. each \$2.50) (M. each \$1.50).

Stately Lavender (Kinyon.) Soft pinkish lavender. Tall straight spike. 10 or more large blooms open. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60).

Stuttgardia (Pf.) Large brilliant red, no blotches. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Sultan (Crow.) Large, velvety, rose-red, ruffled. Many open. Fine. (L. 75c; 10—\$6.00) (M. 50c; 10—\$4.00) (S. 30c; 10—\$2.40).

Sunshine Girl (Stevens.) Clear pink with lovely yellow throat. Very beautiful. Some of my Sunshine Girl showed a slight mixture with Schwaben Girl, season 1933. I began roguing but did not keep it up. Decided to list and offer "as is." You may find a sprinkling of Schwaben Girl in any of my Sunshine Girl stock. Sold with this understanding—may or may not be so mixed. (L. 2—25c; 10—\$1.00) (M. 2—15c; 10—60c) (S. 10—30c).

Tip Top (Pf.) Another new red from Europe. Claimed by introducers to grow over 6 feet high. (L. each \$3.50).

Troubadour (Pf.) Large deep violet. (L. 15c; 10—\$1.20).

Veilchenblau (Pf.) Blue-violet, good size, good color, good spike. (L. 2—12c; 10—44c) (M. 10—24c) (S. 12—15c).

Wasaga (Palmer.) Buff Prim grand with wide open waved blooms. Winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. each \$1.60) (M. each 80c) (S. each 50c).

Winged Victory (Briggs.) Very large pink. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Wolfgang Von Goethe (Pf.) Salmon-red. (L. 45c; 10—\$3.60) (M. 35c; 10—\$2.80).

Wurtembergia (Pf.) Very large red with white throat. One of Pfizer's best. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

Yellow Perfection (Pf.) Large yellow. Good spike. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

AIDA. Don't cry if you can't have the moon, or Pelegrina. Some say Aida is fully as richly colored as the newer Pelegrina. **AVE MARIA** is bringing in enthusiastic reports from coast to coast. Here's one from Des Moines that came in the other day. "Hooray for Ave Maria, my first spike to show color. About the prettiest shade of near blue that I have seen and stands the heat exceptionally well."

Gladiolus Collections

All collections are planned for far in advance, the kinds and quantities based on what I can spare at these special prices. So please do not ask for changes. You can give away some and still have a big value left.

\$3.00 Labeled Collection "A"

All **Large** bulbs.

- | | |
|--------------------|---------------------|
| 2 Aflame | 4 Golden Dream |
| 6 Aida | 3 Marmora |
| 3 Ave Maria | 4 Marocco |
| 1 Betty Brown Eyes | 2 Minuet |
| 1 Betty Co-Ed | 3 Mother Machree |
| 3 Betty Nuthall | 1 Picardy |
| 4 Comm. Koehl | 4 Orange Wonder |
| 4 Coronado | 5 Our Selection |
| 2 Coryphee | 4 Pfitzer's Triumph |
| 3 Gloriana | 4 Sunshine Girl |

All the above, each labeled, **\$3.00**, prepaid.

\$2.10 Labeled Collection "AA"

Same kinds, and same number of bulbs as in Collection "A," but bulbs **Medium**. All for **\$2.10**, prepaid.

\$1.60 Labeled Collection "AAA"

Same kinds, and same number of bulbs as in Collection "A," but bulbs **Small**. All for **\$1.60**, prepaid.

\$4.40 Labeled Collection "B"

All **Large** bulbs.

- | | |
|--------------------|-------------------|
| 3 Aida | 3 J. Van Tets |
| 3 Albatross | 2 Linalee |
| 5 Ave Maria | 2 Maid of Orleans |
| 1 Betty Brown Eyes | 2 Miss Des Moines |
| 3 Betty Co-Ed | 2 Rameses |
| 5 Betty Nuthall | 3 Royal Lavender |
| 3 Blue Danube | 2 Salbach's Pink |
| 2 Blue Triumphator | 2 Sonnenberg |
| 4 Coronado | 3 Stuttgardia |
| 2 Gold Mine | 3 Winged Victory |
| 3 Janet | 2 Wurtembergia |

All the above, each labeled, **\$4.40**, prepaid.

\$3.30 Labeled Collection "BB"

Same kinds, and same number of bulbs as in Collection "B," but bulbs **Medium**. All for **\$3.30**, prepaid.

\$2.20 Labeled Collection "BBB"

Same kinds, and same number of bulbs as in Collection "B," but bulbs **Small**. All for **\$2.20**, prepaid.

\$6.00 Labeled Collection "C"

All **Large** bulbs.

- | | |
|--------------------|--------------------|
| 1 Amador | 1 Graf Zeppelin |
| 1 Bagdad | 3 J. Van Tets |
| 2 Betty Brown Eyes | 3 Janet |
| 5 Betty Co-Ed | 6 Our Selection |
| 4 Blue Danube | 2 Picardy |
| 2 Blue Triumphator | 3 Rameses |
| 1 Chas. Lindbergh | 2 Rideau |
| 3 Gold Mine | 2 Salbach's Orchid |
| 1 Inspiration | 3 Wurtembergia |

All the above, each labeled, for **\$6.00**, prepaid.

\$4.00 Labeled Collection "CC"

Same kinds, and same number of bulbs as in Collection "C," but bulbs **Medium**. All for **\$4.00**, prepaid.

\$2.80 Labeled Collection "CCC"

Same kinds, and same number of bulbs as in Collection "C," but bulbs **Small**. All for **\$2.80**, prepaid.

\$17.00 Labeled Collection "D"

All **Large** bulbs.

- | | |
|--------------------|---------------------|
| 1 Acadia | 3 Libelle |
| 1 Amador | 1 Mildred Louise |
| 1 Bagdad | 1 Pelegrina |
| 1 Beat All | 2 Picardy |
| 3 Betty Brown Eyes | 3 Rameses |
| 5 Betty Co-Ed | 1 Rapture |
| 1 Champlain | 1 Mrs. Ray Chase |
| 1 Coronation | 1 Seestern |
| 2 Debonaire | 1 Star of Bethlehem |
| 1 Dr. Durr | 1 Tip Top |
| 2 Gate of Heaven | 2 Wasaga |
| 3 King Arthur | 5 Wurtembergia |

All the above, each labeled, for **\$17.00**, prepaid.

\$11.00 Labeled Collection "DD"

Same kinds, and same number of bulbs as in Collection "D," but bulbs **Medium**. All for **\$11.00**, prepaid.

\$8.00 Labeled Collection "DDD"

Same kinds, and same number of bulbs as in Collection "D," but bulbs **Small**. All for **\$8.00**, prepaid.

Demonstration Collection

I could talk for hours—or pages—to you who have not experienced the joy of growing and knowing Glads by name, to enthuse you in this fascinating avocation. But I'm going to take a "short cut," in this way:

I'm going to offer you a very special **COLLECTION** of named varieties, each labeled, and price it so reasonably that you can begin this very year to grow and know named varieties. I can give you biggest value by making these Collections sorta elastic-like, both as to sizes of bulbs and the varieties I'll use in this Collection.

You see it's this way: I have plenty of bulbs to make up hundreds of Collections. But don't always have certain varieties or certain sizes of a variety. If you give me some "leeway" as to kinds and sizes, I'll sure send you your money's worth, and then some.

A fitting name for this special lot is **DEMONSTRATION COLLECTION**, because it comes right into your own garden and demonstrates or explains what I've been telling you. I'm starting you out with the less expensive kinds. Leave it to me to pick the winners from some of the more plentiful varieties. Later on, when you get the "bug," you will doubtless want some of the newer creations also.

The bulbs in these "Demonstration Collections" will run various sizes from one inch up, depending on what size I have in stock. Every bulb good blooming size.

Demonstration Collection

15 bulbs, all different varieties, my selection, each kind labeled. One Collection, \$1.25. Two Collections for \$2.20; three for \$3.00. All prepaid.

Exhibition Mixed Glads

Every order for this is made up from splendid named varieties in a good range of types and colors. My selections of kinds. None labeled in mixtures. **Prepaid.**

LARGE BULBS, 10 for 60c; 100 for \$3.60.
MEDIUM, 10 for 30c; 100 for \$2.00. **SMALL**, 25 for 30c; 100 for \$1.00.

Cafeteria or "Help Yourself" Collections

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

FIRST. Not more than one of any item in any one collection.

SECOND. Items must be taken as listed. Don't split any.

THIRD. Smallest collection must amount to 8 items for \$3.00.

FOURTH. You may order by numbers only. Or, number, name, quantity, sizes. Or, cut out the page carefully, simply check the items you want, write your name and address plainly on a slip of paper pinned to the catalog page.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

PRICES FOR "HELP YOURSELF" COLLECTIONS. (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) (Any 50 Items for \$15.00.) **ALL PREPAID.**

- | | | |
|---------------------------------|----------------------------------|--------------------------------------|
| HY 1 Aflame, 12 No. 2 | HY 46 Coronado, 7 No. 1 | HY 88 Orange Wonder, 12 No. 2 |
| HY 2 Aflame, 15 No. 3 | HY 47 Coronado, 10 No. 2 | HY 89 Orange Wonder, 17 No. 3 |
| HY 3 Aida, 12 No. 1 | HY 48 Coronado, 14 No. 3 | HY 90 Orange Wonder, 22 No. 4 |
| HY 4 Aida, 15 No. 2 | HY 49 Coronado, 19 No. 4 | HY 91 Our Selection, 6 No. 1 |
| HY 5 Aida, 19 No. 3 | HY 50 Coryphee, 10 No. 2 | HY 92 Our Selection, 8 No. 2 |
| HY 6 Aida, 22 No. 4 | HY 51 Coryphee, 14 No. 3 | HY 93 Our Selection, 11 No. 3 |
| HY 7 Albatross, 6 No. 2 | HY 52 Coryphee, 19 No. 4 | HY 94 Our Selection, 15 No. 4 |
| HY 8 Albatross, 9 No. 3 | HY 53 Dr. Shook, 9 No. 1 | HY 95 Our Selection, 23 No. 5 |
| HY 9 Amador, 1 No. 3 | HY 54 Dr. Shook, 14 No. 2 | HY 96 Our Selection, 32 No. 6 |
| HY 10 Ave Maria, 12 No. 1 | HY 55 Fata Morgana, 2 No. 2 | HY 97 Patricia Carter, 7 No. 1 |
| HY 11 Ave Maria, 15 No. 2 | HY 56 Giant Nymph, 12 No. 2 | HY 98 Patricia Carter, 10 No. 2 |
| HY 12 Ave Maria, 19 No. 3 | HY 57 Giant Nymph, 16 No. 3 | HY 99 Pelegrina, 1 No. 3 |
| HY 13 Ave Maria, 22 No. 4 | HL 58 Gloriana, 14 No. 2 | HY 100 Pelegrina, 2 No. 5 |
| HY 14 Apricot Glow, 11 No. 1 | HY 59 Gloriana, 20 No. 3 | HY 101 Pfitzer's Triumph, 14 No. 2 |
| HY 15 Apricot Glow, 17 No. 2 | HY 60 Gloriana, 25 No. 4 | HY 102 Pfitzer's Triumph, 19 No. 3 |
| HY 16 Apricot Glow, 21 No. 3 | HY 61 Graf Zeppelin, 2 No. 1 | HY 103 Pfitzer's Triumph, 26 No. 4 |
| HY 17 Bagdad, 3 No. 3 | HY 62 Graf Zeppelin, 3 No. 2 | HY 104 Picardy, 4 No. 3 |
| HY 18 Bagdad, 4 No. 4 | HY 63 Graf Zeppelin, 4 No. 3 | HY 105 Picardy, 6 No. 4 |
| HY 19 Berty Snow, 10 No. 1 | HY 64 Janet, 6 No. 2 | HY 106 Picardy, 7 No. 5 |
| HY 20 Berty Snow, 14 No. 2 | HY 65 J. Van Tets, 2 No. 2 | HY 107 Rameses, 1 No. 1 |
| HY 21 Berty Snow, 18 No. 3 | HY 66 J. Van Tets, 3 No. 3 | HY 108 Rameses, 2 No. 2 |
| HY 22 Berty Snow, 23 No. 4 | HY 67 Libelle, 1 No. 1 | HY 109 Rameses, 3 No. 3 |
| HY 23 Betty Brown Eyes, 2 No. 2 | HY 68 Libelle, 2 No. 3 | HY 110 Rameses, 4 No. 4 |
| HY 24 Betty Brown Eyes, 3 No. 3 | HY 69 Maid of Orleans, 1 No. 2 | HY 111 Rameses, 5 No. 5 |
| HY 25 Betty Co-Ed, 2 No. 1 | HY 70 Maid of Orleans, 2 No. 3 | HY 112 Red Phipps, 2 No. 2 |
| HY 26 Betty Co-Ed, 3 No. 2 | HY 71 Maid of Orleans, 3 No. 4 | HY 113 Red Phipps, 3 No. 3 |
| HY 27 Betty Co-Ed, 5 No. 3 | HY 72 Maid of Orleans, 4 No. 5 | HY 114 Red Phipps, 4 No. 4 |
| HY 28 Betty Co-Ed, 7 No. 4 | HY 73 Marmora, 9 No. 1 | HY 115 Royal Lavender, 8 No. 1 |
| HY 29 Betty Co-Ed, 9 No. 5 | HY 74 Marmora, 12 No. 2 | HY 116 Royal Lavender, 11 No. 2 |
| HY 30 Betty Nuthall, 12 No. 2 | HY 75 Marocco, 11 No. 2 | HY 117 Schwaben Girl, 2 No. 2 |
| HY 31 Betty Nuthall, 17 No. 3 | HY 76 Marocco, 15 No. 3 | HY 118 Spirit of St. Louis, 13 No. 2 |
| HY 32 Betty Nuthall, 21 No. 4 | HY 77 Mary Jane, 10 No. 1 | HY 119 Stuttgardia, 4 No. 1 |
| HY 33 Betty Nuthall, 26 No. 5 | HY 78 Mary Jane, 14 No. 2 | HY 120 Sunshine Girl, 5 No. 1 |
| HY 34 Blue Danube, 1 No. 1 | HY 79 Miss Des Moines, 5 No. 2 | HY 121 Sunshine Girl, 7 No. 2 |
| HY 35 Blue Danube, 2 No. 2 | HY 80 Mother Machree, 6 No. 2 | HY 122 Sunshine Girl, 9 No. 3 |
| HY 36 Blue Danube, 3 No. 3 | HY 81 Mother Machree, 8 No. 3 | HY 123 Souvenir, 12 No. 2 |
| HY 37 Blue Danube, 4 No. 4 | HY 82 Mother Machree, 10 No. 4 | HY 124 Souvenir, 17 No. 3 |
| HY 38 Blue Triumphator, 1 No. 1 | HY 83 Mrs. Ray Chase, 1 No. 2 | HY 125 Veilchenblau, 16 No. 2 |
| HY 39 Blue Triumphator, 2 No. 3 | HY 84 Mrs. Ray Chase, 2 No. 4 | HY 126 Veilchenblau, 22 No. 3 |
| HY 40 Blue Triumphator, 4 No. 5 | HY 85 Mrs. Ray Chase, 3 No. 6 | HY 127 Winged Victory, 3 No. 2 |
| HY 41 Commander Koehl, 7 No. 2 | HY 86 Mrs. Konynenburg, 14 No. 2 | HY 128 Winged Victory, 5 No. 3 |
| HY 42 Commander Koehl, 11 No. 3 | HY 87 Mrs. Konynenburg, 22 No. 3 | HY 129 Winged Victory, 6 No. 4 |
| HY 43 Commander Koehl, 17 No. 4 | | |
| HY 44 Commander Koehl, 23 No. 5 | | |
| HY 45 Commander Koehl, 28 No. 6 | | |

Early Pink Glad—Miss Greeley

When Horace Greeley quoth, "Go west, young man!" he never dreamed that the town founded in Northern Colorado by the Greeley Colony would develop into such a beautiful city, its people living off the fat of the land in one of the richest irrigated sections of the world.

Nor did he visualize, I wot, the beautiful gardens of which the Greeley folks are so justly proud. Nor did the Greeley pilgrims have time to form a Chamber of Commerce and Garden Club.

All this has come to pass. Beautiful Greeley has a live Chamber of Commerce and Garden Club. Cooperating, they sought a new, unnamed Gladiolus of real merit to be named for their city.

Naturally, they turned to me to find such a Glad. And, naturally, I turned to the Briggs Floral Company in California. I knew Mrs. Briggs could fill this order if anyone could. Luck was with me. The Briggs folks made me a proposition, based on my buying the entire stock. This was too much for the Greeley flower lovers to take over. So I took a "Long" chance, bought the stock, sold the Greeley Garden Club what they needed, and planted the rest.

Miss Greeley has already become internationally famous. So much like one of its parents, W. H. Phipps, but so early that it is usually done blooming before Phipps begins. Otherwise, not quite so swell as Phipps in some points, but really better in others. Its main value is in that it comes so much earlier and sells to florists as Phipps in big floral markets.

Glad fans living where seasons are short write me that whereas they used to start Phipps in cold frames to get blooms, now can plant Miss Greeley right out in the garden and be sure of blooms before frost.

Elaborate descriptions not necessary when I tell you that at a meeting of five Glad fans in New England, one brought some spikes of Miss Greeley. "Four out of five" said it was Phipps. The fifth, one of the keenest of Glad experts, named it correctly.

There is only a moderate supply of Miss Greeley in the world yet. Last fall I told you I might have to withdraw part or all of my stock of it after January 1st. That is just what I have done. Only bulbs in sizes Nos. 1, 2 and 3 to spare. No smaller bulbs or bulblets until next fall.



Red Phipps

A Phipps seedling, originated by Mrs. Elizabeth Briggs. Much earlier than Phipps.

The blossoms have that charming sheen found in the original Mr. W. H. Phipps Glad.

Plants and bulbs also resemble Phipps, but appear to be free from some weaknesses often found in Phipps stocks.

Spikes long, straight and strong, but no excess baggage. Flower heads run more uniform than Phipps. Few, if any, stubby spikes.

Placement of florets splendid. Facing equally good. Florets set close to spike. No lippy, floppy habits. Ideally built spike and buds for packing and shipping.

Color, a pleasing, glowing bright red. Maybe according to Ridgeway this does not describe it, but the effect is RED that IS red.

Size of florets good but not gigantic. Size varies a good bit according to locality, season, culture, but usually satisfactory.

Plenty blossoms open, but not so many at a time as Phipps.

Later: Since the above was written I've received many splendid reports.

More good news—Red Phipps won many prizes at leading shows last summer. At the Century of Progress show in Horticultural Hall, under the auspices of the Illinois Gladiolus Society, Red Phipps won first place in the three spike class, first in single spike class, and the three spikes were awarded the Century of Progress medal as the best three spikes at the show.

Still more. At the combined Show of the American Gladiolus Society, the Indiana Gladiolus Society and the Michigan Show at La Porte, Indiana, Red Phipps received first place in the three spike class and first in the single spike, recent introductions.

At the Ohio State Show at Akron, Red Phipps again won first in the red three spike class.

RED PHIPPS. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

For larger lots Red Phipps see other pages.



"Mildred Louise"



Mildred Louise

Listed for first time last season, but has been winning many blue ribbons and medals at the big shows for several years.

I was on the judging team at the Metropolitan Gladiolus Society's show held in Grand Central Palace, New York City, two years ago, and voted for Mildred Louise as the best seedling in its class.

Originator's description: "Prevailing color is a pure, deep salmon (strawberry) pink, self on upper petals with lower petals tipped strawberry pink, blending to pinard yellow in the throat, with faint spectrum pencilings on midrib, quite deep in the throat, anthers delphinium blue. (Ridgeway color chart.)

The stem is strong and flexible but not clubby or heavy. The beautiful triangular shaped florets open wide and measure 5½ inches or more across without distortion. There are 18 to 22 buds on each spike. Florets lie close to stem, though there is no crowding or open space between florets.

The petals are firm and of good substance, making a bloom of unusual value as a cut flower. Foliage of a deep, blue-green color. Spikes uniformly straight. Stems rarely branch. Excellent propagator. An EXHIBITION gladiolus that is DECORATIVE, yet a good SHIPPER, therefore especially good as a COMMERCIAL FLOWER. Average blooming days 76. Has bloomed for us in 70 days."

"Check and double check." I've grown Mildred Louise. Saw bed of it on World's Fair grounds. Feasted my eyes on the prize winning display at La Porte. Inspected it in the Wentworth Gardens. **Find originator's description not only true but conservative.—J. D.**

No. 1 Bulbs. Each 50c; 10 for \$4.00.

No. 2 Bulbs. Each 45c; 10 for \$3.60.

No. 3 Bulbs. Each 40c; 10 for \$3.20.

No. 4 Bulbs. Each 35c; 10 for \$2.80.

No. 5 Bulbs. Each 30c; 10 for \$2.40.

No. 6 Bulbs. Each 25c; 10 for \$2.00.

Bulblets. Each 20c; 10 for \$1.60. All prices prepaid. (Mildred Louise stock scarce.)

Meet the Girl Friends

They came from California. Originated by Mrs. Elizabeth Briggs. Not the best Glads Mrs. Briggs has originated, but too good for you not to meet in your garden.

Two years ago I secured the entire stock of these two fine Briggs seedlings. Both belong to the Decorative class, under the new classification.

I'll keep the No. 6 bulbs and bulblets and let you have all the blooming size bulbs at the very low prices noted.

Betty Brown Eyes

Unusual and pleasing orange colored blossoms, no rings, stripes or streaks, but uniform—all except on the two lower petals. On each of these petals is a dark red or maroon spot or blotch, the effect being or suggesting brown instead of red. Hence the name, which was suggested by Mrs. A. H. Nichols of Santa Maria, Calif. (If you ever motor through Santa Maria be sure to stop at these gardens just outside city going south.)

The spike is plenty long for cutting, always straight. Florets as near perfectly placed and spaced as we can hope for. Have measured some blooms 4½ inches across. Do not average this large, but are all good medium decorative size. Early.

In all my travels to many shows and gardens from coast to coast, I've looked for a Glad like this, but so far have never met up with one of the same, or very similar, color and markings.

Prices elsewhere for definite sizes and quantities. **BUT**, if you leave it to me to send you **mixed sizes**, from half inch up, depending on what I can spare at time order is filled (I reserve enough stock for Collections "A," "B," etc.) I'll surprise you by sending:

(For \$1.00, 5 bulbs.) (For \$2.00, 12 bulbs.)
(For \$3.00, 20 bulbs.) Prepaid.

Betty Co-Ed

Blossoms of soft, creamy pink, with cream throat. Very similar in color tone to that lovely variety Patricia Carter. Betty Co-Ed has "that school girl complexion"—but it doesn't rub off!

I measured a blossom of Betty Co-Ed last summer. It was a bit over 4 inches. Of course I measured one of the larger blooms. (That's me—JD.) But the blooms average good size, just right for this Glad.

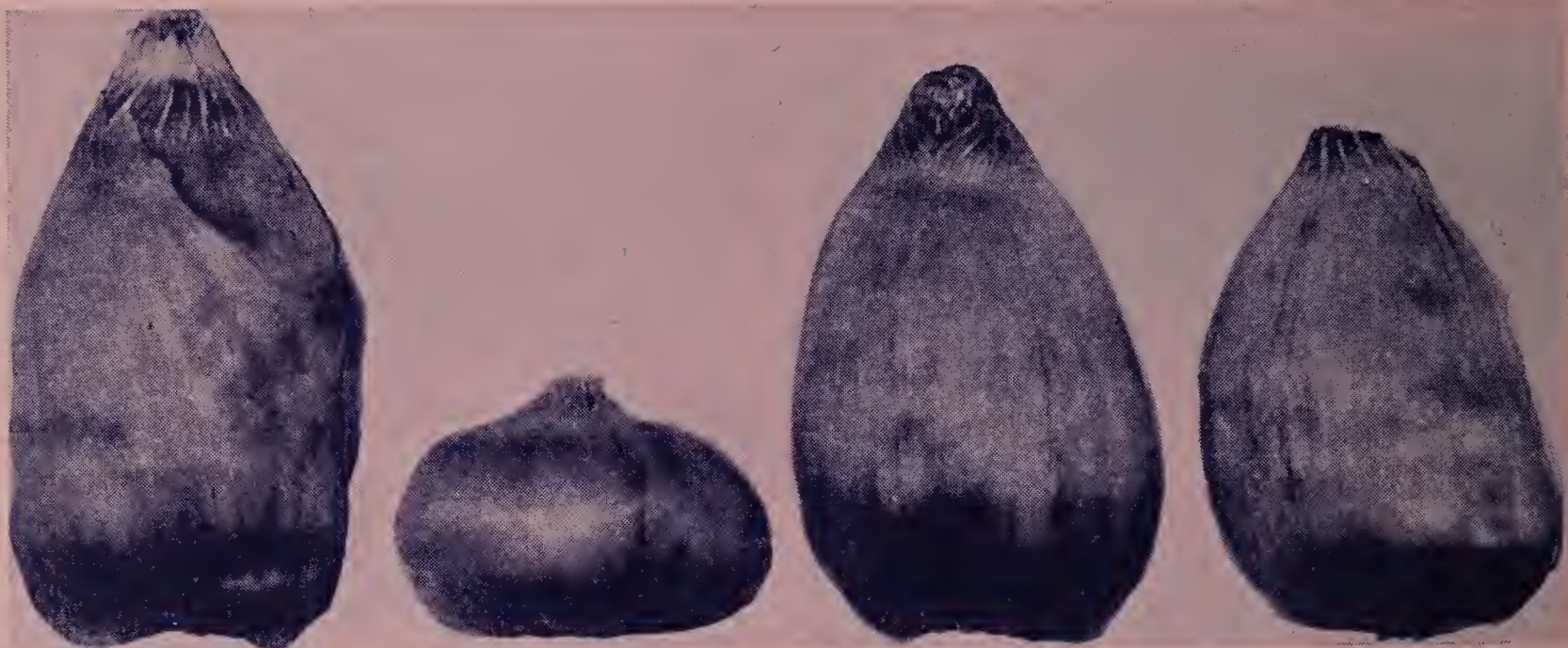
The spike is unusually tall. Betty had good bringing up all right, but sometimes is crooked. Spikes inclined to that saxophone effect in real hot weather. But you will forgive Betty for this or any other failing, because of her many good points and lovely personality.

To really enjoy this new variety, or get the biggest thrill from it, you ought to have a dozen or more spikes in bloom at one time, so as to fill a vase or basket. "That's sumpin'." And don't forget to save the tips, and arrange them in a low bowl. That's sumpin' again. "Good to the last drop"—or top bud.

Stock of Betty Co-Ed increases faster than Betty Brown Eyes, so I can sell you this lovely pink Glad for the following prices for bulbs in **mixed sizes**, from half inch up, depending on sizes available when order is filled. (I reserve enough stock for Collections "A," "B," etc.)

(For \$1.00 I'll send you 8 bulbs.) (For \$2.00, 20 bulbs.) (For \$3.00, 33 bulbs.) Prepaid.

SUPER-SPECIAL—3 Bulbs Betty Brown Eyes and 5 Bulbs Betty Co-Ed for \$1.00. Mixed sizes. Prepaid.



Long Glad Bulbs Grown by Long. "How'm I Doing, Boys?"

The ambition of every Glad grower is to produce "high crown" bulbs—then talk about 'em.

Guess I grow my share, or pro rata, of husky high crown bulbs. My customers often say nice things along that line. Of course, not all are high, wide and handsome, but the average is good.

But once in a while I have super good luck, as indicated by the three tall bulbs shown here, which were taken from my Commander Koehl trays.

About 70% of my Commander Koehl bulbs run not only high crown but high hat, plug hat, stovepipe hat, or what have you. Not just the brown derby type but still taller. My No. 1 Koehls just good, average solid bulbs. Some No. 2's the same. About all the rest run much taller than wide.

The sawed-off bulb in the row is of another variety. Is really not much, if any, below an average bulb as to height in proportion to diameter. Same diameter as the tall Koehls. But weighed just half an ounce, whereas its pals each weighed an ounce.

So what? Well, the idea is that in these tall bulbs you get more weight, more starch, more food for the young plants. They get off to a running start. For this reason such bulbs are greatly desired.

Now don't get me wrong. Flat bulbs may also produce fine spikes and blooms. Some varieties just naturally make flat or "flattish" bulbs. Other kinds usually higher. Never criticize a flat bulb—at least before blooming time.

Check and double check. When filling an order for 10 or more Koehl bulbs for you I'm going to slip in several extra of No. 3, 4 or 5, to help pay for your making a few notes. Wish you would write me a "pustcard" next summer giving brief report on these Koehl bulbs. No obligation to do so. Just do it if you care to and don't forget.

Here's a tip. Order one or more of my \$1.00 "Long Season Assortment" of Commander Koehl. It will contain a large per cent of "high hat" bulbs. Of course, I picked out the most outstanding, upstanding, for this picture. (Leave it to me—J. D.) But you'll really be pleased with those we send.

How I'd like to moralize and tell you that the reason my bulbs—some of 'em—grow so high is on account of the altitude. My garden's a mile high, exactly. But I'm afraid our friend A. H. Nichols might trot out bulbs grown a mile lower that would match mine—maybe even surpass 'em. Anyhow, perhaps growing so near Long's Peak in the Rocky Mt. National Park, some 40 miles from my gar-

dens, had something to do with the high ambition of these bulbs.

I raised the bulbs but not the price. These super Commander Koehl bulbs cost you no more. In fact, less, considering the few extra bulbs I've offered for that report. Have a good supply, but better romp in promptly with your order.

RANDOM REMARKS. See those "rubbly" spots on the Koehl bulbs, especially on that one on the east end? Not due to a rash, but to bulblets lurking under the thin husks of the bulbs.

Test your eyes. Would you say, offhand, that the low sport model bulb is fully as wide as any of the three tall Model T bulbs at their widest diameter? Get a ruler and do some measuring.

Along the same line, have some fun with your friends by asking each one to pick out the longest word on this page (small type) that they think a dime will fully cover. Then send me the dime for a packet of Golden Gleam Nasturtium seed, or that lovely giant Heavenly Blue Morning Glory, described on page 56.

"Glad Gossip," 10 Cents

"Glad Gossip" is a booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about four pages are given to

Thrips—"In a Coupla Nutshells."

Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. Formerly I made no charge for this booklet, but have decided that if it is not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers.

Free with Glad orders, amounting to \$1.00 or over, if asked for when order is sent. Really ought to have required a larger order for free copy, but send as big an order as you can, \$1.00 or more, and "Gossip" is yours. Otherwise, 10c, please.

"My Commander Koehl had 2 spikes, 20 blooms on each spike, some blooms 5½ inches, the best in town."—Mrs. L. F. S., Montana.

"Colorado is our grandstand seat to see our world from."—Will Rogers.

Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

First shown in U. S. A. three years ago. Talk about a sensation! I first saw it at the National Glad Show in Des Moines, Iowa, and referred to it as "The Artificial Flower"—because after being toted by Elmer Gove all the way from Canada, this Picardy Glad held up and outshone all others.

Since then Picardy has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

That price has arrived, way ahead of schedule, for reasons I shall explain. Picardy increases amazingly fast. This accounts for prices coming down so rapidly. That's the explanation in a coupla nutshells.

"On your right you will see" a snapshot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

Spike of Picardy grown from a "Long" bulb No. 2 size by W. W. Kurtz, Grand Rapids, Minn. The charming miss is Jane, daughter of Mr. and Mrs. Kurtz. Another snapshot of the same spike taken next day showed 10 big blooms, none wilted. Yes, "What a Glad!"

PICARDY BULBS, PREPAID

Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Each ...	\$.30	\$.25	\$.20	\$.15	\$.12	\$.10
Ten	2.50	2.00	1.60	1.20	1.00	.80
100	20.00	16.00	12.00	10.00	8.00	7.00

PICARDY BULBLETS, PREPAID

Per	10	100	1000
Jumbo or Extra Large.	\$.50	\$3.00	\$20.00
Mixed Sizes.....	.25	1.50	10.00



Picardy Specials and Super Specials

As I predicted last fall, my large bulbs of Picardy are nearly all sold as I'm preparing this spring catalogue, the middle of January. Other growers also report few large Picardy bulbs left.

But you don't need the largest sizes of Picardy to produce wonderful spikes. A No. 3 bulb will usually make a grand spike, while No. 4's also do splendidly. The Nos. 5 and 6 should bloom, but of course will make smaller spikes. They make swell bulbs for next year, and many bulblets.

So here you are—Picardy Specials, mostly in the medium and smaller sizes. Easy on your pocketbook.

\$1.00 Picardy Special

(1 No. 2) (4 No. 3) (5 No. 4). These 10 Picardy bulbs for \$1.00, prepaid.

\$2.00 Picardy Special

(3 No. 2) (6 No. 3) (7 No. 4) (8 No. 5). These 24 bulbs for \$2.00, prepaid.

\$3.00 Picardy Special

(1 No. 2) (4 No. 3) (10 No. 4) (12 No. 5) (12 No. 6) (50 bulblets, mixed sizes). All for \$3.00, prepaid.

\$6.00 Picardy Special

(10 No. 3) (22 No. 4) (22 No. 5) (22 No. 6) (100 bulblets, mixed sizes). All for \$6.00, prepaid.

\$5.00 Picardy Super Special

\$6.00 worth of the \$1.00, \$2.00 and \$3.00 Picardy Specials for \$5.00. You may take, for example, 3 of the \$1.00 and 1 of the \$3.00, or, 6 of the \$1.00, or 3 of the \$2.00, and so on. Good way is to take one each of the \$1.00, \$2.00 and \$3.00—\$6.00 worth for \$5.00, prepaid.

\$10.00 Picardy Super Special

\$12.00 worth of any the 4 Picardy Specials. May take 2 of the \$6.00 Specials for \$10.00. Or, 1 of the \$6.00 Specials and \$6.00 worth of any the other 3 Picardy Specials, total \$12.00, for \$10.00, prepaid.

NOTE—The mixed sizes Picardy bulblets are good. No jumbo, but no tiny or "pin-heads" either. Average good size. Picardy Specials are figured so low that I do not offer any overcount in these lots. All prepaid.

Australian Glad, "Our Selection"

Australian Glad that wins first honors in its own country, and has caught the fancy of American fans and florists.

Very unusual type, color and markings. So many open at once that several spikes make a bouquet.

Blooms well arranged on strong spike.

Color and markings vary a good bit, but always interesting.

(Large bulb 12c; 10 for \$1.00) (Medium, 10 for 50c) (Small, 10 for 20c). Pre-paid.



Long's Long Season Assortments Prepaid

Last season I ran the following "LONG SEASON" offer, not specifying exact sizes or quantities of bulbs for \$1.00.

Believe it or not, the offer went over in a big way. And everybody happy, so far as I know.

Am repeating the very words of the offer, as you will read in quotes below.

Only one difficulty. A few customers didn't get the idea straight about each dollar lot being for ONE VARIETY only. Some read too hastily and thought they were to get the whole works for \$1.00. Read the offer twice if in doubt as to what it means. Here it is:

"Each Assortment will be of one variety but the bulbs will be mixed sizes, from about 1/2 inch up to 1 1/2 or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a LONG SEASON OF BLOOM of a variety from the one planting.

"Here's where I check up on myself. I'm going to offer these \$1.00 assortments, giving you only the names of the varieties. I'll send you plenty bulbs to give you a good big \$1.00 worth of any variety below. But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package. I'm sorta curious to know how many of you are willing to take a 'Long chance.'

"Here are the varieties. Each assortment is one variety only, the bulbs are mixed sizes and the price for a single assortment is \$1.00. Super-special offers at the bottom of list."

- | | |
|------------------|-----------------|
| AFLAME | CHARLES DICKENS |
| ALBATROSS | COMMANDER KOEHL |
| APRICOT GLOW | CORONADO |
| AVE MARIA | DR. BENNETT |
| BERTY SNOW | CORYPHEE |
| BETTY BROWN EYES | DR. MOODY |
| BETTY CO-ED | FRANK MCCOY |
| BETTY NUTHALL | GLORIANA |
| BLUE DANUBE | GLORY U. S. A. |
| BLUE TRIUMPHATOR | GOLDEN DREAM |
| | JANE ADDAMS |

- | | |
|------------------|---------------------|
| JANET | ORANGE WONDER |
| J. VAN TETS | OUR SELECTION |
| LA PALOMA | PATRICIA CARTER |
| LIBELLE | PFITZER'S TRIUMPH |
| LOYALTY | POUR LE MERITE |
| MAID OF ORLEANS | RAMESES |
| MARMORA | ROYAL LAVENDER |
| MARY JANE | SALBACH'S PINK |
| MAROCCO | SPIRIT OF ST. LOUIS |
| MISS DES MOINES | SUNSHINE GIRL |
| MOTHER MACHREE | VEILCHENBLAU |
| MRS. KONYNENBURG | WINGED VICTORY |
| MR. W. H. PHIPPS | WURTEMBERGIA |

SUPER-SPECIALS—Any 4 Assortments, alike or different, for \$3.80. Any 8 for \$7.20. Any 12 for \$10.00.

Bulblets per Pkt., 100, 1000

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order, the more liberal the overcount.

VARIETY	Per Pkt.	Per 100	Per 1000
Aflame	\$.20	\$.40	\$1.60
Aida	.20	.40	1.60
Albatross	.25	.60	4.80
Apricot Glow	.15	.30	.60
Ave Maria	.20	.40	1.60
Berty Snow	.15	.30	1.00
Betty Nuthall	.15	.30	1.00
Chas. Dickens	.15	.30	.80
Commander Koehl	.20	.60	5.00
Coronado	.20	.40	1.60
Coryphee	.20	.40	1.60
Dr. Bennett	.15	.30	.60
Dr. Moody	.15	.30	.80
Dr. Shook	.15	.30	.80
Fata Morgana	.25	1.00	8.00
F. J. McCoy	.20	.40	1.60
Gloriana	.15	.30	.60
Glory of U. S. A.	.25	.50	4.00
Golden Dream	.20	.40	.60
Jane Addams	.20	.40	1.60
Janet	.25	.50	4.00
Joerg's White	.20	.40	1.20
Jubilee	.25	.60	5.00
La Paloma	.20	.30	2.40
Loyalty	.20	.25	2.00
Marmora	.20	.40	1.00
Marocco	.20	.40	1.60
Mary Jane	.20	.40	1.60
Miss Des Moines	.25	.60	5.00
Mother Machree	.20	.40	1.80
Mrs. Douglas	.15	.30	.80
Mrs. Hornberger	.15	.30	.80
Mrs. Konynenburg	.15	.30	.80
Mr. W. H. Phipps	.15	.30	.80
Nancy Hanks	.15	.30	.60
Orange Wonder	.20	.40	1.60
Orchid (Sprague)	.20	.30	2.50
Our Selection	.20	.20	1.50
Patricia Carter	.20	.40	1.60
Paul Pfitzer	.20	.40	1.00
Pfitzer's Triumph	.20	.40	1.40
Pour Le Merite	.20	.35	3.00
Royal Lavender	.20	.25	2.00
Ruffled Gold	.20	.30	2.40
Scarlet Wonder	.15	.30	.80
Salbach's Pink	.25	.60	5.00
Senorita	.15	.30	.80
Sonnenburg	.25	.70	6.00
Spirit of St. Louis	.15	.30	.80
Stuttgardia	.25	.70	6.00
Sunshine Girl (Slightly Mixed)	.25	.50	4.00
Veilchenblau	.20	.40	1.20
Winged Victory	.25	.60	5.00
Exhibition Mixed	.20	.40	1.60

To Large Buyers: Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds and quantities you can use from my catalog. Chances are I can save you money on the lot.

Larger Lots of Gladiolus Bulbs at Prepaid Prices

25 or more bulbs at the 100 rate. Pint or half-pint bulblets at quart rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c.

Bulbs Priced Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Btls. Per Quart
AFLAME	\$ 4.00	\$ 3.00	\$ 2.40	\$ 2.00	\$ 1.60		\$ 6.00
AIDA	3.00	3.00	2.40	2.00	1.60		4.80
ALBATROSS	8.00	6.00	4.00	3.00	2.40		
APRICOT GLOW	2.80	2.20	1.80	1.40			1.50
AVE MARIA	4.40	3.20	2.40	2.00	1.60		5.00
BERTY SNOW	3.60	2.80	2.20	1.80	1.40		3.20
BETTY NUTHALL	3.60	2.80	2.00	1.60	1.20	.80	3.00
CHARLES DICKENS		2.40	1.80	1.20			
COMMANDER KOEHL	8.00	6.00	4.00	3.00	2.00	1.60	15.00
CORONADO	6.00	4.80	3.20	2.00	1.40	1.00	6.00
CORYPHEE	6.00	4.80	3.20	2.00	1.60		6.00
DR. BENNETT	3.60	2.80	2.00	1.60			2.00
DR. MOODY	3.60	2.80	2.00	1.60	1.20		3.20
DR. NELSON SHOOK	3.60	2.80	2.00	1.60			3.00
FATA MORGANA	24.00	20.00	16.00	12.00			
F. J. McCOY	8.00	6.00	5.00	4.00			5.40
GIANT NYMPH	3.20	2.40	1.80	1.20			
GLORIANA	3.20	2.40	1.80	1.20			1.80
GLORY OF U. S. A.	5.00	4.00	3.00	2.40			12.00
GOLDEN DREAM	3.60	2.40	1.80	1.00			1.50
JANE ADDAMS		4.00	3.00	2.00	1.60		
JANET	8.00	6.40	5.00	4.00			15.00
JOERG'S WHITE	4.00	3.00	2.00	1.60			
J. VAN TETS	20.00	16.00	12.00	10.00			
JUBILEE	10.00	8.00					
LA PALOMA	8.00	6.00	4.00	3.00			8.00
LINALEE	16.00	12.00					
LOS ANGELES	3.20	2.40	1.80	1.20			
LOYALTY	6.00	4.80	3.60				6.00
MAMMOTH WHITE	10.00	8.00	6.00	4.40			
MARMORA	4.00	3.00	2.00	1.60	1.20		3.60
MAROCCO		4.00	3.00	2.00	1.60		5.40
MARY JANE	4.00	3.00	2.00	1.60			4.20
MINUET	4.00	3.00	2.00				
MISS DES MOINES	10.00	8.00	6.00				
MISS GREELEY	16.00	12.00	9.00				
MOTHER MACHREE	8.00	6.00	5.00	4.00	3.00	2.00	7.00
MRS. DOUGLAS	1.60	3.00	2.00	1.60			2.40
MRS. HORNBERGER	3.60	3.00	2.40	1.80			
MRS. KONYNENBURG	3.60	3.00	2.00	1.40	1.00		2.40
MR. W. H. PHIPPS	4.00	3.20	2.40	1.60			2.40
NANCY HANKS	3.60	3.00	2.00	1.40			2.40
ORANGE WONDER	4.00	3.00	2.00	1.60	1.20		5.00
ORCHID, THE	4.00	3.20	2.40	1.80			
OUR SELECTION	7.00	5.40	4.00	3.00	1.80	1.00	5.00
PATRICIA CARTER	5.00	4.00	3.00	2.40			
PAUL PFITZER	4.20	3.60	2.40	1.60			
PFITZER'S TRIUMPH		2.80	2.00	1.40	1.00	.80	3.20
POUR LE MERITE	8.00	6.00	5.00	4.00			10.00
PURPLE GLORY	4.00	3.00	2.00	1.60			

Larger Lots of Gladiolus Bulbs at Prepaid Prices—Continued

Bulbs Priced Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blts. Per Quart
1910 ROSE	\$ 3.20	\$ 2.40	\$ 1.80	\$ 1.20	\$	\$	\$...
ROSE ASH	3.20	2.40	1.80	1.20
ROYAL LAVENDER	4.00	3.00	2.00	1.60	3.00
RUFFLED GOLD	5.00	4.00	3.00
SCARLET WONDER	5.00	4.00	3.00	2.00
SALBACH'S PINK	10.00	8.00	6.00	4.00	3.00	15.00
SENORITA	4.00	3.00	2.00	1.60	1.20	1.00	...
SONNENBURG	12.00	10.00	8.00	6.00	20.00
SOUVENIR	3.20	2.40	1.80	1.20
SPIRIT OF ST. LOUIS	3.60	2.80	1.80	2.40
STUTTGARDIA	10.00	8.00	6.00
SUNSHINE GIRL (Slightly Mixed)	8.00	6.00	5.00	4.00	3.00	2.00	15.00
TROUBADOUR	12.00	10.00
VEILCHENBLAU	2.80	2.00	1.40	1.00	.80	3.60
WINGED VICTORY	12.00	10.00	8.00	6.00
YELLOW PERFECTION	18.00	15.00
EXHIBITION MIXED	4.00	3.20	2.80	1.60	1.20	1.00	5.00

Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate.

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, and I'll send you more than enough extra bulbs to cover express charges.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets Per
ACADIA	Each \$.50	\$.40	\$.30	\$.20	\$.15	\$.10	\$.10	10.. \$.25
	Ten 4.00	3.20	2.40	1.60	1.20	.80	100.. 2.00
AMADOR	Each .75	.60	.50	.40	.35	10.. .50
	Ten 6.00	4.80	4.00	3.20	2.80	100.. 3.00
	100 45.00	38.00	32.00	25.00	20.00	1000.. 24.00
BAGDAD	Each .30	.25	.20	.15	.12	.10	.10	10.. .25
	Ten 2.50	2.00	1.60	1.20	1.00	.80	100.. 3.00
	100 20.00	16.00	12.00	10.00	8.50	1000.. 20.00
BEAT ALL	Each .40	.35
	Ten 3.20	2.80
BETTY BROWN EYES	Each .40	.35	.30	.25	.20
	Ten 3.20	2.80	2.40	2.00	1.60
BETTY CO-ED	Each .25	.20	.15	.12	.10
	Ten 2.00	1.60	1.20	1.00	.80
BLUE DANUBE	Each .40	.35	.30	.25	.20	.15	.15	10.. .25
	Ten 3.20	2.80	2.40	2.00	1.60	1.20	1.20	100.. 2.00
	100 24.00	20.00	16.00	12.00	10.00	9.00	9.00	1000.. 15.00
BLUE TRIUMPHATOR	Each .50	.40	.35	.30	.25	.20	.20	10.. .30
	Ten 4.00	3.20	2.80	2.40	2.00	1.60	1.60	100.. 2.50
	100 32.00	28.00	24.00	20.00	16.00	12.00	12.00	1000.. 20.00
CHAMPLAIN	Each 5.00	4.00	3.50	3.00	2.50	2.00	2.00	1.. 1.00
	Ten 40.00	32.00	28.00	24.00	20.00	16.00	16.00	10.. 8.00
								100.. 60.00
CHAS. LINDBERGH	Each .40	.35	.30	10.. .25
	Ten 3.20	2.80	2.40	100.. 2.00
CORONATION	Each 2.00	1.60	1.20	.80	.60	.50	.50	2.. .25
	Ten 16.00	12.00	9.00	7.00	5.00	4.00	4.00	10.. 1.00
DEBONAIRE	Each 2.00	1.60	1.20	.80	.60	.50	.50	2.. .25
	Ten 16.00	12.00	9.00	7.00	5.00	4.00	4.00	10.. 1.00
DR. DURR	Each 1.50	1.25	1.00	.80	.60	.50	.50	2.. .25
	Ten 12.00	10.00	8.00	7.00	5.00	4.00	4.00	10.. 1.00

Rare Gladiolus Bulbs and Bulblets—Continued

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets	
								Per	Per
DUNA	Each	\$ 2.00	\$ 1.60	\$ 1.20	\$.80	\$.60	\$.50	2	25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10	1.00
ERICA MORINI	Each	1.50	1.25	2	.25
	Ten	16.00	12.00	10	1.00
GATE OF HEAVEN	Each	2.50	2.25	2.00	1.50	1.25	1.00	1	.40
	Ten	20.00	18.00	16.00	12.00	10.00	8.00	10	3.00
								100	25.00
GOLDEN CUP	Each	.75	.65	.55	.45	.35	3	.25
	Ten	6.00	5.00	4.00	3.00	2.50	100	6.00
GOLD MINE	Each	.25	.20	.15	.12	12	.25
	Ten	2.00	1.60	1.20	1.00	100	1.50
GRAF ZEPPELIN	Each	.25	.20	.15	.12	.10	12	.25
	Ten	2.00	1.60	1.20	1.00	.80	100	1.50
	100	16.00	12.00	10.00	8.00	6.00	1000	12.00
HERCULES	Each	5.00	4.00	3.00
INSPIRATION	Each	.75	.65	.55	.45	3	.25
	Ten	6.00	5.00	4.00	3.00	100	6.00
KING ARTHUR	Each	1.25	1.00	.80	.70	.60	.50	1	.10
	Ten	12.00	8.00	6.40	5.60	5.00	10	.80
LIBELLE	Each	.50	.40	.35	.30	.25	.20	10	.50
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100	4.00
	100	32.00	28.00	20.00	16.00	12.00	10.00	1000	30.00
LUDWIG BEETHOVEN	Each	.30	.25	.20	20	.25
	Ten	2.40	2.00	1.60	100	1.00
	100	20.00	16.00	12.00	1000	8.00
MAID OF ORLEANS	Each	.50	.40	.35	.30	.25	.20	10	.25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100	2.00
	100	28.00	24.00	20.00	16.00	12.00	10.00	1000	16.00
MILDRED LOUISE	Each	.50	.45	.40	.35	.30	.25	1	.20
	Ten	4.00	3.60	3.20	2.80	2.40	2.00	10	1.60
MOORISH KING	Each	1.00	.80
	Ten	8.00	6.40
MRS. RAY CHASE	Each	.60	.50	.40	.35	.30	.25	6	.25
	Ten	4.80	4.00	3.20	2.80	2.40	2.00	100	3.00
PELEGRINA	Each	.50	.45	.40	.35	.30	.25	5	.25
	Ten	4.00	3.60	3.20	2.80	2.40	2.00	100	4.00
PICARDY	Each	.30	.25	.20	.15	.12	.10	5	.25
	Ten	2.50	2.00	1.60	1.20	1.00	.80	100	3.00
	100	20.00	16.00	12.00	10.00	8.00	7.00	20.00
PIRATE	Each	.30	.25	.20	.15	5	.25
	Ten	2.50	2.00	1.60	1.20	100	3.00
	100	20.00	16.00	12.00	10.00	1000	20.00
RAMESES	Each	.50	.40	.35	.30	.25	.20	10	.25
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100	2.50
	100	32.00	24.00	20.00	16.00	12.00	10.00	1000	20.00
RAPTURE	Each	.50	.40	.30	.20	.15	10	.25
	Ten	4.00	3.20	2.40	1.60	1.20	100	2.00
RED PHIPPS	Each	.30	.25	.20	.15	.12	.10	10	.25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100	1.80
	100	20.00	16.00	12.00	10.00	8.00	6.40	1000	15.00
RIDEAU	Each	.50	.40	.30	.20	.15	.10	10	.25
	Ten	4.00	3.20	2.40	1.60	1.20	.80	100	2.00
SALBACH'S ORCHID	Each	.35	.30	.25	.20	.15	10	.25
	Ten	2.80	2.40	2.00	1.60	1.20	100	1.80
SCHWABEN GIRL	Each	.30	.25	20	.25
	Ten	2.40	2.00	100	1.00
	100	20.00	16.00	1000	8.00
SEESTERN	Each	2.50	2.00	1.50	1.25	1.00	1	.25
	Ten	20.00	16.00	12.00	10.00	8.00	10	2.50
								100	15.00
SPRAY OF GOLD	Each	.30	.25	.20	.15	.12	.10	5	.25
	Ten	2.50	2.00	1.60	1.20	1.00	.80	100	3.00
	100	20.00	16.00	12.00	10.00	8.00	7.00
STAR OF BETHLEHEM	Each	3.00	2.50	2.00
STATELY LAVENDER	Each	.35	.30	.25	10	.25
	Ten	2.80	2.40	2.00	100	2.00
	100	24.00	20.00	16.00	1000	15.00
WASAGA	Each	2.00	1.60	1.20	.80	.60	.50	2	.25
	Ten	16.00	12.00	9.00	7.00	5.00	4.00	10	1.00
WOLFGANG VON GOETHE	Each	.50	.45	.40
	Ten	4.00	3.60	3.20
WURTEMBERGIA	Each	.50	.40	.30	.25	.20	12	.25
	Ten	4.00	3.20	2.40	2.00	1.60	100	1.50
	100	30.00	24.00	20.00	16.00	12.00	1000	12.00



LONG'S

Named IRIS for Spring Delivery 1934

(My Finest Varieties, Ready for Your Garden—J. D.)



IRIS—for Borders :- IRIS—for Beds :- IRIS—for Cut Flowers :- IRIS—for Fragrance :- IRIS—for Color

The Iris is the rainbow personified. A goddess who visits us in garments of indescribable splendor, and while she is with us we are in wonderland. The lure of her loveliness is irresistible. The delicacy, refinement and harmonious interweaving of colors in which she is clothed is beyond the brush of man. Wherever invited they become favorites. Their fame is spreading and the day is fast approaching when they will have their rightful place in every garden.

(Iris prepaid in U. S. A. If for Canada add 4c each division.)

	Each
AMBASSADEUR. Standards bronzy-violet. Falls rich velvety red-purple.....	\$.15
ANNA FARR. Flowers white, bordered with blue.....	.15
ANTARES. Soft cream shaded and marked ageratum-blue.....	.35
ARCTURUS. Standards yellow. Falls purple with yellow margin.....	.25
ARGOS. Standards blue. Falls velvety petunia-violet.....	.35
ASIA. Standards lavender, suffused purple. Falls light purple. Tall. Large...	.15
BLACK PRINCE. True Perry variety. S. intense violet. F. black-purple.....	.15
BOUREM. Bright deep wine red.....	.50
BRANDYWINE. Light blue of pleasing shade.....	.15
BRUNO. Standards bronze, tinted lavender. Falls deep, rich red-purple.....	.35
BUTO. Large rich velvety royal purple.....	.50
CANDLELIGHT. Lovely pinkish lavender illuminated with a rich golden glow.....	.50
CARDINAL. S. lavender-rose. Falls purple-red, velvety texture.....	.50
CONQUISTADOR. Deep mauve to light purple. Tall, large.....	.25
COPPERSMITH. S. crimson-purple. Falls Indian lake to Dahlia carmine.....	.50
DOXA. Blend of creamy buff, olive and blue.....	1.00
DR. CHAS. H. MAYO. Lovely pink tone. Fragrant.....	.35
DREAM. Both standards and falls beautiful lilac-pink. Splendid.....	.15
DUKE OF BEDFORD. Brilliant deep violet-purple. Velvety.....	.15
EDGEWOOD. A pink and yellow bi-color effect.....	1.00
EL CAPITAN. Bluish violet bi-color. Large and fine.....	1.00
ETOILE DU MATIN. S. yellow, dotted brown. Falls same veined maroon.....	.35
FOLKWANG. S. light rose pink. F. deep rose carmine.....	.35
FRA ANGELICO. Gold, with flush of blue. A sunset effect.....	.25
FRIEDA MOHR. A bi-color with soft lilac standards and deep lilac-rose falls..	.50
GAVIOTA. Creamy-white, edged with yellow.....	.15
GLOWING EMBERS. Brownish lavender to pansy-purple.....	.25
GOLD IMPERIAL. Clear yellow, deeper than Primrose.....	.25
GRACE STURTEVANT. Marvelous. Dark reddish brown and violet-carmine...	2.00
IRIS KING. Standards golden yellow. Falls maroon, edged yellow.....	.15
ISOLENE. Standards rose pink. Falls purplish-rose.....	.15
KANSAS. Beautiful ruffled lavender pink.....	.50
KOCHI. Early blackish-purple.....	.15
LABOR. Luminous, reddish-violet with coppery glow.....	.50
LADY BYNG. Light lavender with a slight suffusion of rose.....	.15

	Each
LA NEIGE. Pure white French variety. Exquisite.....	\$.15
LENT A. WILLIAMSON. S. lavender-violet. Falls violet-purple.....	.15
LORD OF JUNE. Standards lavender. Falls violet-blue. Tall.....	.15
MIDGARD. Bright pink overlaid with a silver tone blending to yellow.....	.50
MIRASOL. A glorious pure chrome-yellow.....	1.50
MONTEREY. Dark bronzed red-violet.....	1.50
MORNING SPLENDOR. Standards petunia-violet. Falls raisin purple.....	.25
MOTHER OF PEARL. Iridescent shades of Mother of Pearl.....	.15
OMAHA. Standards soft rose. Falls old rose. Large.....	1.00
OPERA. Standards livid purple. Falls velvety purple.....	.15
OPHELIA. Blend of copper and gold and mauve.....	.50
ORIFLAMME. Standards dark lavender. Falls hortense-violet. Petals frilled..	.15
ORION. Standards smoky violet. Falls plush-like black purple.....	.50
PALLIDA DALMATICA. Lavender-blue. Tall.....	.15
PEERLESS. Rich, deep glowing red.....	1.00
PLUIE D'OR. Tall pure golden yellow.....	2.00
REFULGENCE. Gigantic. S. light violet-blue. Falls violet-purple.....	2.40
ROMOLA. Standards lilac. Falls velvety red-violet.....	.50
SACRAMENTO. Standards white, flushed purple. Falls white, edged purple....	3.50
SAN FRANCISCO. Immense white blossoms, edges of petals tinted lavender....	1.00
SAN GABRIEL. Standards light lavender-violet. Falls deeper.....	.25
SANTA BARBARA. Pure lavender-blue.....	.25
SONOMA. Vigorous late Iris of pale yellow.....	.50
SOUV. LOETTITIA MICHAUD. Lovely soft blue.....	.50
SOUV. MME. GAUDICHAU. Standards violet. Falls brilliant blackish purple...	.15
SUSAN BLISS. Delightful shade of rose-pink.....	.15
SWEET LAVENDER. Standards French gray lavender. Daintily frilled.....	.15
TRUE CHARM. Charming white edged with blue-lavender.....	.25
TRUE DELIGHT. White with rose-pink styles and margins.....	.35
WHITE KNIGHT. Pure white. Sweet scented.....	.15
ZUA. Soft pearl gray with creped or crinkled petals. Novelty.....	.25

SPECIAL Any two 15c Iris for 25c (10 for \$1.00). Any three 25c Iris for 50c. Any three 50c Iris for \$1.00. Any three \$1.00 Iris for \$2.00. Write for prices on higher priced kinds in lots of 6 or more.

New Iris List in July Special edition, listing the new crop, also new kinds of Irises for summer delivery, will be sent to those who ask to be put on my **SPECIAL IRIS MAILING LIST**. Don't order from Spring catalog after May 15th. Ask for the **JULY** list for summer delivery. **SEND ME YOUR NAME AND ADDRESS NOW FOR THE JULY LIST**. "Just a postcard will do." Spring shipments made any time when frost out of ground in March to May 15th. If come too late for spring shipment, orders will be put on file for July delivery.

LUCKY 13 IRIS MIXTURE

Thirteen Iris divisions, named varieties, but none labeled. If bought singly would cost \$2.30. The 13, not labeled, only \$1.10, prepaid.

NEW CROP, NEW PRICES. Next July. Write NOW to be put on July Iris mailing list.

LONG'S \$1.50 Iris Collection

Ambassadeur	Gold Imperial
Asia	La Neige
Black Prince	Morning Splendor
Brandywine	Oriflamme
Conquistador	Opera
Dream	Souv. M. Gaudichau
Duke of Bedford	Sweet Lavender

One each, labeled, \$1.50, prepaid.

LONG'S \$2.60 Iris Collection

Bruno	Kansas
Candlelight	Midgard
Cardinal	Ophelia
Doxa	Santa Barbara
Duke of Bedford	Souv. M. Gaudichau
Frieda Mohr	White Knight

One each, labeled, \$2.60, prepaid.



"That's Me—JD," in My Iris, June 7, 1932

LONG'S \$7.00 Iris Collection

Monterey	Refulgence
Omaha	San Francisco
Pluie d'Or	Sacramento

One each, labeled, \$7.00, prepaid.

LONG'S \$8.00 Iris Collection

Coppersmith	Los Angeles
Duke of Bedford	Monterey
El Capitan	Omaha
Fra Angelico	Refulgence
Glowing Embers	San Francisco
Grace Sturtevant	Sonoma

One each, labeled, \$8.00, prepaid.

Double Peonies

More About Terms, Etc.

For years we have made our terms of sale very simple and brief, as given at top of page 63 in this catalogue.

But with so many plans and policies being changed or upset over night these times, it keeps one guessing to know what to say or do that will hold good even a few months.

I want to keep to the simple, easy-to-follow system so far as possible.

So am making no radical changes. The old terms still apply for spring 1934, but I'll mention a few points that I wish you would keep in mind.

Awaiting the SEEDSMEN'S CODE, which may be handed us any hour now, or may be delayed some weeks, we are still operating under the N R A. Any changes or requirements the Seedsmen's Code may ask, we shall of course comply with. I do not anticipate its changing any of our prices and terms this spring.

As I write this in January, there are all kinds of wild rumors regarding cost of cashing out-of-town checks. Chances are there will be a fee of 5 to 10 cents on every check you send us. Maybe not. Hope not.

We shall accept your checks as before, standing the fee ourselves if there is one. In return, we ask that you do not send checks for very small amounts. Not asking any certain amount, but hope checks will run several dollars or more. Send small amounts in paper money, silver, stamps or money order.

Best of all, of course, is the Post Office or Express MONEY ORDER. Until financial matters get settled once more, stick to the money orders and you will have nothing to worry about, or worry us regarding sending money.

The following paragraphs are reprinted from last year's catalogue. They repeat in part some things I've just mentioned, but no harm to review and get these points firmly in mind.

If you telegraph to Boulder, use Western Union service. Otherwise, message has to be phoned from Denver. Not so good.

Special Delivery not necessary on your rush letters to me. I usually get mail sooner otherwise. Not that our local special delivery service isn't rarin' to go. It is. But we get super service from the mail clerks, who shoot the letters into our big box, No. 19. We get our mail right hot off the griddle.

Turn to page 63 and read about how easy it is to send me orders and money, in my strong return envelope. An envelope need not to be burglar proof. If it will carry the money, that's enough. Uncle Sam's boys are honest. And careful. However, Money Orders always 100% safe, and of course, preferred.

We can use stamps, as small or as large as are made. But saves time to buy in sheets, precancelled. We weigh and stamp all our parcel post packages. That's how come you get such sudden service. Your packages are on their way a few minutes after we unload them at the postoffice. So we prefer money instead of stamps.



My large list of Peonies is offered only in the fall. But here are some splendid varieties for your early spring planting. **PLANT THEM EARLY** for best results.

Prices are for standard divisions, each with 3 eyes or more, priced prepaid in U. S. A. If for Canada, add 8 cents to price of each division.

	Each
AVALANCHE. Large ivory white. Free bloomer	\$.40
EDULIS SUPERBA. Deep rose-pink. Early bloomer.....	.40
ELWOOD PLEAS. Shell pink, shaded lavender. Large and beautiful.....	.60
JUBILEE. Immense show Peony, opening blush, changing to pure white.....	.70
KARL ROSENFELD. Large, rich, velvety crimson flower, long stems.....	.40
LONGFELLOW. Brilliant crimson with cherry-red tint60
MARTHA BULLOCK. Mammoth rose-pink. Stems tall and strong.....	1.60
MARY W. SHAYLOR. Outer petals shell pink, center creamy yellow.....	.80
OCTAVIA DE MAY. Early shell pink. Fine stout stems.....	.60
SARAH BERNHARDT. Apple blossom pink. Tall. Large.....	.80
SOLANGE. Rare color. Outer petals ivory-white, deepening towards the center to light Havana brown. Charming	1.00
THERESE. Soft pink. Lilac-white center	1.20

Write Right Now for my special **Summer Iris and Peony price list.** Ready about July 1st. This gives my complete list of Iris and Peony varieties, with new prices for the new 1934-grown crop.

PLEASE MAKE OUT YOUR OWN ORDERS—"Leave it to me, J. D.," is sometimes misinterpreted. It means I'll look after filling of your order and see that you get service and value.

But I need a definite order to work on. Some send me checks and say "I'll leave it to J. D. to select for me." This I can't do in justice to myself and customer.

I don't know what kinds, sizes, you want or how high priced bulbs, etc., you wish. Impossible for me to go through catalogue and select for customers. No time.

So kindly make out your order from catalogue I've worked so hard to prepare to make ordering easy for you. Thanks.—J. D.

Statice (Sea Lavender)



STATICE (Sea Lavender). Latifolia, light blue. Fine for combining with other flowers, especially with Glads. **EVERY GLAD GROWER SHOULD HAVE A GOOD SUPPLY OF STATICE.**

Field Grown Statice Roots (2 for 50c) (5 for \$1.10) (10 for \$2.00). Prepaid.

Bleeding Heart Roots



BLEEDING HEART. Strong roots. Plant early spring or in fall. (Each 60c) (3 for \$1.50) (10 for \$4.00). Prepaid.

Cinnamon Vine Roots

Hardy, rapid-growing climber, covered with beautiful, glossy heart-shaped leaves and a profusion of sweet-scented flowers, perfuming the air for a long distance. Plant early in April to middle of June, 8 to 10 inches apart. Lay roots flat; cover about 2 inches. Protect by mulching the first winter. Vine dies down each fall, starting again in spring. As the larger roots make the most rapid growth, I offer one size only—**specially selected strong roots.** 2 for 25c; 10 for \$1.00, prepaid.

Two Little Known Flowers

(And Such Funny Looking Bulbs!)



Ranunculus Blooms

Ranunculus Bulbs

Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.) Thrive best in partial shade.

Space the bulbs 5 or 6 inches apart, though may be a little closer. Just cultivate and water moderately. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring. **Prices:** Doz. 50c; 50 for \$1.90; 100 for \$3.60, prepaid.

Anemone Bulbs

Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter. For best results, plant in partial shade.

The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall take up bulbs and store in a dry place. Replant the next spring. (Or use for pants buttons. That's what they look like!)

Price for these funny little bulbs that produce such a wealth of blooms: Doz. 40c; 50 for \$1.60; 100 for \$3.00, prepaid.



Giant Hybrid Cactus Dahlia—Elizabeth Long—*See Above*

Originated by Denver's famous dahlia specialist, Mr. W. W. Wilmore, who describes this lovely dahlia as follows:

"A giant plant, producing immense flowers on exceptionally long, erect stems.

"Normally the flowers make a diameter of 8-9 inches. By disbudding they will easily make an 11-inch diameter. It is an early and continuous bloomer, in type a pronounced Hybrid Cactus.

"The color combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting." Each \$1.00, prepaid.

"EDITOR'S NOTE." My objection to this new dahlia is that it's much larger and lovelier than the splendid dahlia Mr. Wilmore introduced a few years ago and named for me. However, Wilmore knows his dahlias, which accounts for the more charming origination being named for daughter Elizabeth. So, all is forgiven.

Dahlia Seed **LONG'S SPECIAL MIXTURE.** A good mixture. Pkt. 25c.
LONG'S PROFESSIONAL MIXTURE. Seed saved from only the newer and finer varieties. Pkt. \$1.00.

NOTE. Dahlias from seed come mostly Peony flowered or Decorative types.

DAHLIA POINTERS: Dahlia tubers should not be set out until nearly May 1st. Be sure to divide the clumps of last year, leaving a portion of the base of stem on each tuber, for it is at this part of the clump that the eyes are located, and each tuber must have an eye to grow. One eye is sufficient. Lay dahlia tubers flat when planting. Cover four or five inches.



"William G."—A Delightful Different Dahlia

"William G."—Very Unusual and Lovely

(Hybrid Cactus.) Flowers very large, with petals rather narrow, thickly set, and considerably twisted, giving the appearance of having just had a marcel. Color mostly henna or red tones, with suffusion of apricot. Some blooms show more of the apricot than others. Blossoms ideal in form. The fantastic petals, and coloring, very remarkable and charming. **TRY THIS:** Cut a fully opened blossom with little or no stem. Place in low bowl or dish. Let water in dish contact entire back of blossom. Note the effect. Will last for days. Each 50c.

Three Delightful Dollar Dahlias—Now 50c Each

Cloudland Gem Is a large, beautiful cream white, shading to shell pink toward the outer petals. The immense flowers are held erect on long, strong stems. Decorative. Each 50c.

Lemonade Is similar in form and size to Cloudland Gem, but the color is a cool, clear, light yellow. It is known as one of the finest dahlias ever originated in New England. A Roll of Honor dahlia. Each 50c.

Edna Ferber A hybrid cactus of huge size, with petals curled and twisted to make a very full flower. Its color—a glistening coral shading to old gold at the base of the petals—makes it one of the first to attract attention, both in the field and at the shows. Each 50c.

TO KEEP DAHLIAS HEALTHY: Watch your plants closely. If the leaves turn brownish, or curl, or if the buds seem to blast, spray the plants well several times with some tobacco solution (Black Leaf 40 very good). Chances are that aphids, lice or tiny red spiders are at work. Dashing plants frequently with water from hose also helps. Don't wait too long—do the pests before they do the plants.

LONG'S Delightful Dahlias Many Prices Reduced for 1934

Five Dahlia Types

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.

SUPERB NAMED DAHLIAS

All Dahlias Priced Prepaid

Andy Gump (Dec.) The very tall splendid red dahlia, held up high on long, straight, stiff stem. Each 50c.

Avalon (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. Each 30c.

Barbara Redfern (Dec.) A beautiful blending of old rose and old gold. The blooms are large and are held on fine stems over a husky bush. Good size, depth and substance. Each 50c.

Bashful Giant (Dec.) Immense blooms of apricot with golden shadings. Each 25c.

Champagne (Dec.) Golden champagne with chamois shadings. Distinct coloring, unique form, immense size, strong stems. Each 30c.

Chas. Stratton (Dec.) Pale gold shaded and tipped rose-red. Immense blossoms. Each 30c.

Cloudland Gem See page 37. Each 50c.

"Dee-lighted" (Show.) Pure white. Largest of show dahlias. Each 30c.

Eagle Rock Sunshine (Cactus.) Deep shade of yellow. Very large flowers, held erect on strong, upright stems. Each 50c.

Edith Beryl (Dec.) Old gold, shaded to bronze. Reverse of petals, jasper pink. The long, twisting petals reflexing to the stem form a bloom of great depth and large size. Fine cutting variety. Each 40c.

Edna Ferber (Hy. Cactus.) The extreme size and beauty of this flower attract attention wherever shown. Petals curled and twisted, forming an extremely full flower. Color glistening coral, shading to old gold at base of petals. Each 50c.

Eliza Clarke Bull (Dec.) Large, deep white. Good stems. Each 50c.

Elizabeth Long See page 36. Each \$1.00.

Gero's Pink (Show.) Rich pink, beautifully quilled. Each 30c.

Helen Hollis (Show.) Beautifully quilled type, bright red. Each 30c.

Jane Cowl (Dec.) A massive deeply decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper shade toward center. Foliage thick and leathery. Each 40c.

J. D. Long (Dec.) Flowers are always long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each 50c.

Jean Hare (Hy. Cactus.) Golden yellow when flower first opens. Turns to gorgeous apricot-buff, the outer rows of petals golden bronze. A fine, delightfully different dahlia that attracts attention in field and on the show tables. Each 50c.

Jersey's Beacon (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. Each 50c.

Jersey's Beauty (Dec.) Beautiful pink, with lovely formation, excellent stem and fine keeping qualities. Each 35c.

Kathleen Norris (Dec.) A great exhibition variety—the first to win the Achievement Medal at two shows. An immense bloom, informal decorative in type, true rose-pink in color—later deepening to mallow-pink. It is a many petaled, full centered flower of great depth. Each 75c.

Kiwanian (Peony.) Long, wiry, 18-inch stems hold the flowers in perfect poise. Plant is strong and tall. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Color, rich American Beauty red, shading to purple red. Each 50c.

Lemonade (Dec.) Immense clear lemon yellow flower of fine formation. Long stiff stems. Each 50c.

Little Jewel A miniature decorative. Popular as a cut flower, especially for decorations. Color, peach blossom pink. Each 30c.

Monmouth Champion (F. D.) Brilliant orange-flame blooms borne very freely on strong vigorous plants. Of enormous size. Each \$1.00.

Margaret Woodrow Wilson An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower, early and profuse bloomer. Each 30c.

Mrs. Alfred B. Seal (Dec.) This is an outstanding exhibition Seal dahlia of recent introduction. Pure glowing old rose or violet rose. No other dahlia like it. Each \$2.00.

Mrs. Carl Salbach (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

Mrs. Ida De Ver Warner (Dec.) Exquisite soft orchid. Although very large it is splendid for cutting. Each 30c.

New Glory (Hy. Cactus.) Deep ox-blood red with tips of petals blazed white. Each 75c.

Our Country (Dec.) Petals purple, tipped white. Exhibition size. Each 80c.

Pride of Fort Morgan (Dec.) A giant red that is said to be the largest red Decorative. "A whale of a dahlia." Each 50c.

Purpurea Regia (Dec.) Royal purple, with silvery white reverse, giving a two-tone effect that arrests attention and admiration. Large blooms, long stems. Originated by Geo. Wm. Veditz. Each 75c.

Rhodane (Dec.) Rose and bright lemon yellow blended. Each 75c.

Rollo Boy (Hy. Cactus.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. One of the extra good dahlias. Each 50c.

Rosa Nell (Dec.) Pure, bright rose. Immense flowers. Each 40c.

Salbach's White (Dec.) Large white blooms of good substance. Each 50c.

Sanhican's Peach (Dec.) Color the shade of a ripe peach, with a real peach-cheek glow. **The charm is enhanced by the oddly twisted and staghorn tips.** Something different and outstanding. Each 50c.

Seal's Californian (Informal Dec.) Beautifully formed flowers of golden yellow at the center (lighter outside) with a suffusion of red-amber on reverse of petals. Tips of petals shaded with bronze and rose pink. Each 75c.

Shenandoah (Dec.) Rich wine colored flowers of gigantic size on long stems. Very tall and free blooming plant. Each 40c.

Sweetheart's Bouquet (Dec.) Salmon rose, shaded with fawn. Each 50c.

Washington City (Cactus.) Very large pure white cactus with star-like flowers on long, stiff stems. Splendid. Each 40c.

Cute Little "Pompon" Dahlias



Very popular. They are of the show type, but blossoms only about 2 inches in diameter. Splendid for cutting, lasting for days—much longer than other dahlias—when cut. Plants 3 to 4 feet high and prolific bloomers.

PRICES: Any of these **POMPON** dahlias at 30c each; 6 or more, alike or assorted, your choice, at 25c each.

- AMBER QUEEN.** Rich old gold.
- DARKNESS.** Rich velvety maroon.
- DEE DEE.** Dainty pure lavender.
- GEO. IRELAND.** Lovely lavender.
- JESSICA.** Yellow, tipped red.
- LITTLE BEESWING.** Red, shaded amber.
- LITTLE DAVID.** Burnt orange.
- LITTLE DORRIT.** Maroon-purple.
- PEE WEE.** Soft yellow to brown.
- ROSE WILMOTH.** Rose pink.
- SUNSET.** Clear orange. Beautiful.
- TOM THUMB.** Garnet-red. Very tiny.
- WHITE PAPPOOSE.** Pure white. Dainty.
- YELLOW GEM.** Pure yellow. Excellent.

Lost Label Dahlias

All good kinds, but labels lost in handling or storing. Or, same may be from stocks we have in large supply and labeled. Special price, NONE labeled, our selection of kinds:

4 for \$1.00, 10 for \$2.00

(Prepaid)

Labeled Dahlia Collection

A nice variety of types and colors, all good and each labeled. These Collections made up partly from varieties listed in this catalogue, partly from varieties of which we have too small supply to list. Our selection of kinds and colors. Regular value not less than \$3.50. Special Price:

7 for \$2.00, Prepaid

Cannas, Dormant Bulbs

HUNGARIA. Best rose-pink.

KING HUMBERT. Fiery-red. Bronze leaves.

ORANGE BEDDER. Blood orange. Green.

PRESIDENT. Scarlet. Green foliage.

RICHARD WALLACE. Yellow. Green foliage.

YELLOW HUMBERT. Yellow. Red stripe. Green leaves.

Any, labeled, 2 for 25c; 12 for \$1.25, prepaid.

GARDEN BOOKS

All cloth bound. Price prepaid.

- 1001 Garden Questions Answered. Hottes. \$2.15
- Book of Climbing Plants. Hottes..... 1.90
- Foundation Planting. Johnson..... 3.65
- Garden Guide. 275 pages..... 1.65
- Gladiolus Breeding. 12 pages. Kemp.... .55
- Landscaping the Small Home. Oliver.... 2.15
- Milady's House Plants. Palmer..... 1.35
- Modern Dahlia Culture. Waite..... 1.65
- Practical Pest Control. Tweedale..... .55
- Practical Vegetable Culture. 308 pages.. 2.15
- Rock Garden Primer. Thornton..... 2.15
- Rose Garden Primer. Holmes..... 1.90
- The Book of Annuals. Hottes..... 1.65
- The Book of Perennials. Hottes..... 1.65
- The Book of Shrubs. Hottes..... 3.15
- Principles of Flower Arrangement..... 3.15
- The Woman's Flower Garden. Kift..... 1.35
- Water Gardens and Goldfish..... 1.65
- Wayside Marketing. Arnold..... 1.65

Write for Book Catalog telling more about these and other garden books.

Purely Personal

This is a big Thank You for the many Christmas messages sent me from many states during the 1933 holiday season.

It so happened that I was ill for several weeks right during the Christmas week. At a time, too, when I should have been working long hours on this catalogue.

That illness accounts in part for the catalogue coming a bit late, also for my failure to acknowledge personally all the good wishes so kindly sent.

Please be assured that all were greatly appreciated. And accept my heartfelt thanks and best wishes.—J. D.

"J. D. Sez, Sez'e"

(Continued from page 1)

As I was saying, in spite of many handicaps, I've built up a fairly good business, with every customer a friend and booster for us.

Guess that's taking in too much territory, but most customers are just that.

I suppose the reason is that I always try to imagine myself at the other end of the line—put myself in the customer's place—try to send out stocks of the high quality I myself would want, and give the service I like.

Speaking of service, that's one of my hobbies—"sudden service" in filling orders. Time and again customers a thousand miles away write they were amazed to receive the seeds so soon after mailing me the order. Of course, some things like plants, roots, etc., can't be sent at once, for obvious reasons. But seeds, Glad bulbs, usually sent same day order is received.

I'm taking a "Long" chance this season. In spite of rising costs and already greatly increased overhead expenses, I'm holding prices down so that the average prices in this catalogue are less than last year. For every one of the few items higher, here and there, you can find at least five that are lower.

This is my theory: I believe my old customers, and many new ones as well, will appreciate this policy so much that you will send me just as much of your business as you can. Also, will tell others the good news. This missionary work is not only fine for us, but will benefit your friends who become "Long" customers.

The point is, we have a certain amount of fixed cost of doing business, whether orders this season are few or many. So what we need is larger volume of sales. That solves the problem. I've tried to make such interesting offers, and at such reasonable prices, that those extra orders, and larger orders, will fairly fall over each other trying to get here first.

WANTED—60-Cent Dollars. Whether they are said to be worth 60 cents, 50 cents, more, or less, we crave those dollars just the same. And will send you as much for the dollar as a 100-cent dollar would have bought a year ago. That's sumpin'.

Wish I had room in these pages to tell you more about many of the extra good things listed herein. Many new or rather new varieties as well as some of the older but extra good kinds, are cut off with just a few lines.

I've been holding out on you several years regarding that glorious mammoth Heavenly Blue Morning Glory. I knew it was fine, but for some reason had the idea it was difficult to germinate, and had to be started early to get much growth and a long season of bloom. But last year I gave it a good test and found I was mistaken. **The special Colorado early strain** grows and thrives splendidly, sown right outdoors any time after ground is warm. So-o-o-o! I've secured a nice lot of that kind of seed and offer it at the very reasonable prices noted on page 56.

"That extra time of yours" seems to be worrying many writers, speakers and those who have something to sell. No trouble to get plenty of advice. The rub comes in trying to decide what is best.

Let's talk sense. No one thing is going to answer the question fully. But for you who have gardens and lawns, is there really anything that would give you more gratifying and profitable returns than giving some of your surplus time to your home grounds? The actual outlay in cash is small, compared with returns, if you do the work yourself. Sure, hire some done, to give employment, if you can afford it. But do some of the gardening yourself, just for the health and kick you'll get from it.

Keeping up with the Joneses is going to take a new turn. The Joneses are going to fix up their lawns and gardens, repair and paint the house. So in self-defense, if for no other reason, you might just as well begin right now to do some constructive planning yourself along this line. Take it from me, you're going to be mighty well pleased with this as one of the ways of spending "that extra time."

Some folks get me all wrong. Because I devote so much of my catalogue space to gardening suggestions, many look to me for further information. Therefore, let me make it clear that I'm not in a position to give additional instruction by letter. Write your state agricultural colleges for booklets, etc. Read farm and garden magazines. Or ask your neighbors. Swap ideas. I'm swamped looking after the many details of this business.

In the past I've tried to do too much of this personal instruction, resulting in a near breakdown of my health. Please help me to ease up a bit. Thank you.—J. D.



Long's Glads at the World's Fair, Chicago

Don't strain your eyes looking for blooms in this picture. The snapshot was taken early in the summer, before Glads came into bloom.

Many have written me from all over the country that they saw these Glads at the Fair, and were impressed with the healthy looking plants and fine spikes of bloom.

LONG'S Plants for SHADY PLACES

Lily-of-the-Valley Roots

Splendid for shade, or partial shade. Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. Clump \$1.00; 3 clumps \$2.50; 5 clumps \$4.00, prepaid. **Plant early.**



Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.



The blossoms are of violet color, and delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results. There is no set rule as to this. They thrive 'most any way if given good soil and reasonable care.

Prices: One clump \$1.00; 3 clumps \$2.50; 5 clumps for \$4.00. Prepaid anywhere in U. S. A.

Lupines

Annuals, with long flower spikes bearing pea-shaped flowers. Easy to grow. Do well in partial shade. (F0141, Dark Blue.) (F0142, Rose.) (F0143, Mixed Colors.) Choice, Pkt. 10c. Any 3 Pkts. for 25c.

Here's One for Sunshine!

Double Bachelor Button

Far superior to the common single strain. Fine for cutting. F $\frac{1}{2}$ White. F01 Blue. F02 Rose. F03 Mixed. Any color or mixed: Pkt. 10c; $\frac{1}{4}$ oz. 25c.

Annuals, Biennials, Perennials

We often hear these terms used glibly enough, but may not understand just what they mean, with reference to plants.

Annuals are plants which flower, produce seeds and die the same year the seed is sown. Most vegetables are annuals, and so also are many of our favorite flowers. Examples: Aster, Cosmos, Petunia, Snapdragon, Zinnias.

Biennials are plants which finish their growth, produce seed, and die the second year. Examples: Canterbury Bells, Hollyhock, Beet, Parsnip, Celery. In many sections the Hollyhock lives and blooms longer than the second year, being practically perennial.

Perennials are plants that live and bloom year after year indefinitely. Some will flower the first year. Examples: Columbine, Daisy, Forget-me-not, Gypsophila (Baby Breath), Statice, Oriental Poppy.

Rocky Mountain Columbine



The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Thrives in any state except in extreme south. Does best in partial shade. **Plant early.** Starts growth early in spring. Blooms here last of May, almost always in bloom Decoration Day. Year-old field-grown roots should bloom if set out early. Will bloom profusely next year and thereafter.

ROCKY MT. COLUMBINE SEED. Pkt. 10c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c; oz. \$1.00.

ROCKY MT. COLUMBINE PLANTS. Good, strong plants or roots, right from the field. 2 for 50c; 5 for \$1.00; 12 for \$2.00; 20 for \$3.00, prepaid.

Columbines—"Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

"RAINBOW BLEND" SEED. Pkt. 25c; 5 pkts. \$1.00.

"RAINBOW BLEND" ROOTS. Strong field-grown roots; 3 for 50c; 7 for \$1.00; 15 for \$2.00; 25 for \$3.00, prepaid.

LARGE, LOVELY PANSIES



If you buy just one packet I'd suggest my **SUPER-GIANTS, MIXED**, because it contains so many of the finest varieties—such a variety—all in the one mixture. Notice the recent additions to my list, such as the **Swiss Giants, Ruffled, Triumph of the Giants**, all included in my **SUPER-GIANT MIXTURE**.



One of My Specialties



PANSY PACKET DISCOUNTS

Any 10c Pansy Packets: 3 for 25c; 7 for 50c; 15 for \$1.00.

Any 15c Pansy Packets: 2 for 25c; 5 for 55c; 10 for \$1.00.

Any 20c Pansy Packets: 2 for 35c; 5 for 75c.

LONOS Super-Giant Mixture Pl. Pkt.
25c; 5
Pkts. \$1.00; ¼ oz. \$2.00; ½ oz. \$3.50; oz. \$6.00.

J. D.'s Popular Varieties

- P2. LARGE FLOWERING.** Large percentage run giant-flowered. Mixed. Pkt. 10c.
- P4. JET BLACK.** Medium size. Pkt. 10c.
- P5. WHITE.** Large. Pkt. 10c.
- P6. GOLDEN YELLOW.** Large. Pkt. 10c.
- P7. MAD. PERRET.** Rose. Pkt. 10c.
- P8. GIANT MASTERPIECE.** Many petals curled; mostly dark, velvety shades. Pkt. 15c.
- P9. GIANT BUGNOT.** Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.
- P10. PRESIDENT CARNOT.** White ground with five rich violet blotches. Pkt. 10c.
- P11. PRESIDENT MCKINLEY.** Glowing yellow, blotched with deep reddish brown. Pkt. 10c.
- P12. BRONZE.** Bronze and brown shades. Beautiful color but not true bronze. Pkt. 10c.

SWISS GIANT PANSIES, MIXED

- P14.** Flowers of large size, great substance, novel color combinations. Plants robust. Pkt. 15c.

SWISS BLUE

- P15. LAKE OF THUN.** A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt. 15c.

SWISS CARDINAL

- P16. ALPENGLOW.** Another outstanding and very rare color in pansies. Pkt. 15c.

SWISS YELLOW

- P16½. RHINEGOLD.** Lovely golden yellow with brown blotches on the three lower petals. Pkt. 20c.

RUFFLED GIANT

- P17.** A selected strain of the Masterpiece type. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

TRIUMPH OF THE GIANTS

- P18.** The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running largely to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

LIGHT BLUE

- P19. ADONIS.** Light blue with lighter margin. Good size. A favorite always. Pkt. 10c.

DARKEST BLUE

- P20. PRINCE HENRY.** Rich deep blue. Large. Wonderful effect if full bed of these. Pkt. 10c.

Outdoor Pansy Plants

Grown from my **SUPER-GIANT MIXED** seed. **Mixed colors only.** If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

PLEASE NOTE THAT THESE PLANTS ARE NOT GROWN UNDER GLASS. Excepting the very latest sown beds, they have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field. This insures good, strong, fibrous roots.

IT'S THE ROOTS THAT COUNT. Tops develop fast in your garden if roots are strong. Appearance of these plants, when shipped, varies, depending on how much the tops have grown before the plants are taken up. The earliest shipments are made while plants are small and practically dormant, and look pretty "rough and ready." Later, tops greener and larger, but plants no better for setting out.

100 PLANTS \$2.00, PREPAID

This special price is for what I call the **TRANSPLANTING SIZE**. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. **But all come into bloom very soon** after planted in your garden. Best buy is to take the **TRANSPLANTING SIZE**. More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00; 200 for \$3.90.

PANSY PLANTS IN BLOOM

Better buy the transplanting size a little earlier. You'll have blooming plants in a short time. Pansy plants in bloom, mixed colors only: 14 for \$1.00; 40 for \$2.00; 100 for \$4.00, prepaid.

NOTICE: Pansy Plants not shipped farther East and South than Milwaukee, Chicago, Indianapolis, Nashville, Memphis, Shreveport and Houston.

Marigold

"Guinea
Gold"

Carnation-
Flowered

New Type, New
Color.

Plants, about 2½
ft., almost liter-
ally covered
with blossoms,
2½ in. across,
double and semi-
double, loosely
ruffled.

Color, brilliant
golden orange, a
favorite with
florists and flow-
er fans.

Stems are strong
and of good
length for cut-
ting. Keeps well
when cut.

Odor of other
Marigolds lack-
ing.

Prices. Pkt. 10c;
⅓ oz. 25c; ¼ oz.
40c; ½ oz. 75c.

Marigold
Guinea Gold



COURTESY BURRELL SEED CO.

More About Zinnias

Turn to page 64 (back cover page) and note what a marvelous assortment of the world's best Zinnias I've crowded into that small space.

If each variety were given the space it merits for glowing descriptions, I'd have needed several pages.

Doubtless you are now acquainted with the sensational **Dahlia-Flowered** type. My list contains the cream of varieties in this class.

This year I'm listing the **Mammoth** strain or class. In place of the Colossal I've offered for years.

The Mammoths are also known as California Giants. But I didn't have space to use that long name.

The Mammoth type is decidedly larger than the Colossal, which was also good size and fine. The Mammoth is about the size of the Dahlia-Flowered, but differs from it in that the Mammoth is not so deep, but about same diameter. Very large.

No class of Zinnias comes so very true to type and color. There has been such rapid development in the size, type and colors that it will take years yet to get them all to come close to 100% true. But all are glorious, anyhow.

Personally, I think the cute little **Pompons** or **Lilliput** Zinnias are charming. Make such nice small bouquets. Last a long time when cut. The salmon-rose is especially pleasing.

Zinnias thrive best in full sun. Like rich soil and plenty of water. Do NOT plant until ground is warm nor so early as to be caught by late spring frosts.

LONG'S Giant Flowered Spencer Sweet Peas

Large blossoms, often four, on long stems. Edges of blossoms usually waved or frilled, giving an added charm to this popular flower.

Sweet Pea Prices

All varieties SP0 to SP35 at same price: Pkt. 10c; ½ oz. 15c; oz. 30c; 2 oz. 50c; 4 oz. 90c.

Packet Special Any three 10 cent pkts. Sweet Peas for 25c; 10 or more 10c pkts. at 7c each.

SP0. AUSTIN FREDERICK. The best lavender.

SP1. BARBARA. Salmon.

SP3. BUTTERCUP. Primrose.

SP5. CONSTANCE HINTON. Exhibition White Spencer.

SP6. COUNTESS SPENCER. The original Spencer. Pink.

SP8. DEFIANCE. Very large orange-scarlet, absolutely sun-proof. Often four large blooms.

SP9. ELFRIDA PIERSON. Shell pink, tinted salmon.

SP10. GEO. SHAWYER. Giant salmon-rose.

SP11. HAWLMARK PINK. Rich, bright, rose-pink, flushed salmon. Rich color.

SP12. HEAVENLY BLUE. Large, brilliant delphinium-blue.

SP12½. HEBE. Very large, clear rich pink.

SP13. HERCULES. Mammoth rosy pink.

SP14. KING EDWARD. Pure red Spencer.

SP15. KING WHITE. Large white.

SP16. MRS. HITCHCOCK. Pale pink, flushed salmon on cream.

SP17. LORD NELSON. Navy blue.

SP19. MARY PICKFORD. Very fine. Dainty cream-pink, lightly suffused salmon.

SP20. MARGARET ATLEE. (Improved.) Large glowing pink, suffused salmon.

SP23. NUBIAN. (Improved.) Deep maroon.

SP24. ORCHID. Lavender, suffused pink.

SP26. PINKIE. Large deep rose pink. Vigorous grower. Grand.

SP27. ROSABELLE. Large light rose.

SP28. ROYAL PURPLE. Rich rosy purple.

SP29. ROYAL SCOT. True scarlet.

SP30. TANGERINE IMPROVED. Almost tangerine-orange.

SP31. THE CARDINAL. Poppy scarlet.

SP32. WHAT JOY. A new cream variety of a rich deep primrose-yellow shade.

SP34. WINNIE MORSE. Cream, flushed rose pink. Delightfully frilled.

SP35. YOUTH. Large white, edged pink.



Giant Ruffled Sweet Peas—Exquisitely Frilled

This new type, developed by Burpee, is a great advancement in frilliness or ruffling of the petals, often giving the blossoms the appearance of being double.

SP91. FLUFFY RUFFLES. Dainty cream-pink. Lovely four-flowered sprays with blooms wonderfully frilled and ruffled. Pkt. 15c; ½ oz. 25c; oz. 40c.

SP92. LADY RUFFLES. Exquisite soft pink on white ground. Received Scottish National Sweet Pea Society Gold Medal. Pkt. 20c; ½ oz. 60c; oz. \$1.00.

SP93. RUFFLED BEAUTY. Cream-pink with a sheen of bright lilac. Pkt. 15c; ½ oz. 25c; oz. 40c.

SP94. RUFFLED CARMINE. Lovely carmine-rose. Pkt. 20c; ½ oz. 60c; oz. \$1.00.

SP95. RUFFLED ORCHID. Lavender-rose with pastel-mauve sheen. Pkt. 15c; ½ oz. 25c; oz. 40c.

SP96. RUFFLED PRIMROSE. The best primrose. Pkt. 20c; ½ oz. 60c; oz. \$1.00.

SP97. RUFFLED ROSE. Pure shade of rose. Pkt. 15c; ½ oz. 25c; oz. 40c.

SP98. RUFFLED WHITE. Large pure white flowers, often five to the spray. Pkt. 30c.

Ruffled Collection One Pkt. each Nos. 91 to 98 (value \$1.50) for \$1.00. 2 Pkts. each for \$1.75. Prepaid.

SP100. GIANT RUFFLED MIXED. Many colors, with extra frilled duplexed blooms. Pkt. 25c; ½ oz. 45c; oz. 75c; ¼ lb. \$2.25.

"Early Bird" Spencers

These "Early Bird" Spencers will surprise you some morning by showing color much sooner than you have been used to looking for first sweet pea blossoms. They not only start early, but continue to bloom a long time. Large blossoms.

(Half ounce at ounce rate.)

(Any 3 packets, 25c.)

SP80. AMETHYST. Rich royal purple. Pkt. 10c; oz. 40c.

SP82. AVIATOR. Dazzling crimson-scarlet. Pkt. 10c; oz. 40c.

SP83. GLITTERS. Combination of bright fiery orange and deep orange. Pkt. 10c; oz. 40c.

SP84. LAVENDER KING. Lovely true lavender throughout. Pkt. 10c; oz. 40c.

SP85. ROSE QUEEN. Pleasing shade of rich pink with suffusion of rose. Pkt. 10c; oz. 40c.

SP88. SNOWSTORM. (Improved.) The largest and finest extra early White Spencer. Pkt. 10c; oz. 40c.

SP89. ZVOLANEK'S ROSE. Giant rose-pink. Considered by most florists as best deep pink. Pkt. 10c; oz. 40c.

SP90. "EARLY BIRD" MIXTURE. A superb mixture of these extra early flowering Spencer sweet peas. Pkt. 10c; oz. 30c.

"Lovely 'Leven" Spencers

'Leven 10c Pkts. for 60c

From over 25 of my splendid named varieties of giant Spencers I'm going to select eleven that will cover practically all the main colors, tints and shades, giving you a regular 10-cent packet of each these "Lovely 'Leven." Then just for good measure I'll throw in a 10-cent packet of my "33-in-1" mixed Spencers, and make the price only 60c for all. Just say, "Lovely 'Leven" for 60c.

Larger Lot "LOVELY 'LEVEN." For \$1.33 I will send you a half ounce each of these Spencers, my selection, with half an ounce "33-in-1" mixed Spencers thrown in for luck.

"33-in-1" Spencer Mixture

SP41. In this mixture you get the best of up-to-date Spencers. I use 33 different named varieties. Of course you might not get all 33 kinds in a 10-cent packet—possibly not in an ounce—but they are all in this mixture. Pkt. 10c; oz. 25c; 2 oz. 45c; ¼ lb. 75c; ½ lb. \$1.40; 1b. \$2.50.

SONG'S Special Mixture

SP43. Includes best grandifloras, a "right smart" of Spencers, and a sprinkling of extra early kinds. Very pleasing. Pkt. 10c; oz. 15c; 2 oz. 25c; ¼ lb. 40c; 1b. \$1.20.

SP39. CUPID SWEET PEAS. Mixed. Pkt. 5c; oz. 20c.

PERENNIAL PEAS (Lathyrus Latifolius)

SP60 White. **SP61** Pink. **SP62** Red. **SP63** Mixed. Pkt. 10c. Any color or mixed.



New Pink Spencer Sweet Pea

SP27½. ROSIE. Rich rose pink, the florists' favorite color. Richer and deeper in color than the lovely Pinkie. Pkt. 15c; ½ oz. 25c; oz. 50c.

New Red Spencer Sweet Pea

SP26½. RED BOY. Rich bright deep crimson. Pkt. 15c; ½ oz. 25c; oz. 50c.

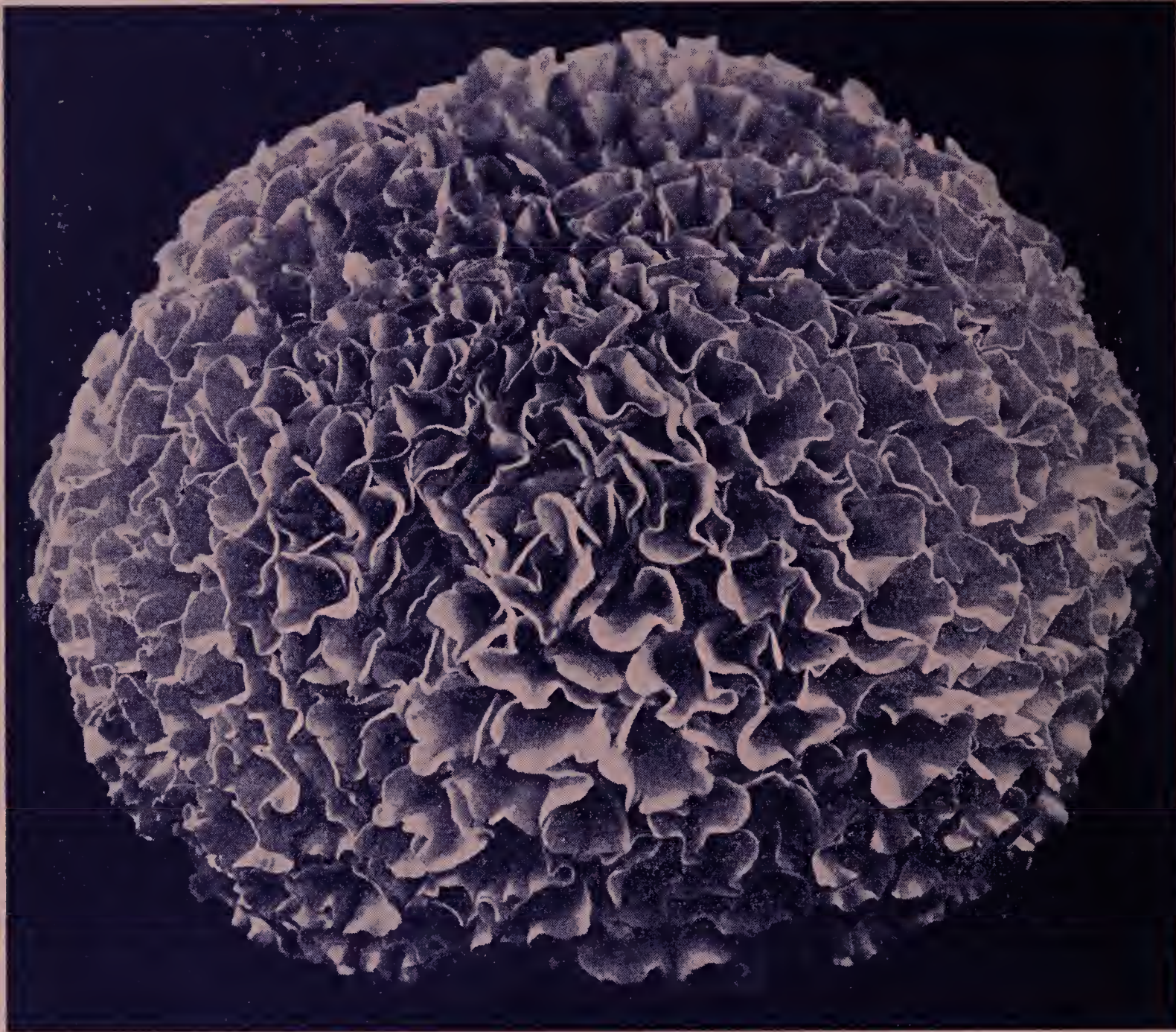
Granted Award of Merit by the National Sweet Pea Society of Great Britain.

To Grow Fine Sweet Peas

It is not necessary to nearly break your back digging a ditch deep enough for a water main, though some trenching is good. But planted on fairly good soil, well-worked up, and on level ground, sweet peas will usually do nicely. A good scheme in either plan is to make a trench say nearly a foot deep right up close to the sweet pea row. Fill this trench with manure; some soil may be put on top. Then during the season turn water into the trench once a week or so. The enriched water will find its way to the sweet pea roots and stimulate growth. A little bone meal worked into the soil at time of planting is also good. But use this sparingly, as it is very strong. Avoid use of fresh poultry manure.

An ounce of seed will sow from 15 to 20 feet of row. Cover 2 inches, firming with the feet if ground not wet. Begin cultivation as soon as plants are up. Water by running a small ditch along the row, giving a good soaking once a week or so, rather than just a little every day. Give the vines early support and train them to it, beginning early. Keep blossoms picked. The more you pick them the more and longer they will bloom.

Tall Marigold, African Orange, All-Double



F05½. Doubtless the world's finest tall Marigold. Plants, about 30 inches, bloom profusely from early summer until hard frosts. Heretofore, only about half the blooms of this variety would come double. But now you have them practically 100 per cent double. And such large, rich, orange blooms! Not all will come in exactly the double form illustrated above, but none are single. Part will have a looser, more open double arrangement, which is also very charming. Price for **F05½** "All-Double" Marigold, as shown and described above: Pkt. 15c; 2 pkts. 25c.

Here's Your Golden African Daisy—Also Hybrids

F098. GOLDEN AFRICAN DAISY. Annual. Plants, about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

F099. AFRICAN DAISY HYBRIDS. Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc.—mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

"We Also Have With Us"—Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display. (**F0110.** Dark copper, yellow zone.) (**F0111.** White, scarlet zone.) (**F0112.** Golden chamois, scarlet zone.) (**F0113.** White, yellow zone.) (**F0114.** Deep purple, yellow zone.) (**F0117.** All kinds, mixed.) Your choice: Pkt. 10c; any 3 for 25c; any 5 pkts., 35c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

"Speaking of Daisies." The perennial pure white **Shasta Daisy** is fine for any garden. Seed: Pkt. 10c; ¼ oz. 25c. Roots: 2 for 50c; 5 for \$1.00; 12 for \$2.00, prepaid.



Chrysanthemum-Sunflower

LONG'S Re-Selected "Chrysanthemum-Sunflower"

F104. Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. **F104** is special stock from my own plants, re-selected for years. Ordinarily, this variety comes very uneven, with a good many off types and shades. Mine now almost 100% perfect. Price for Re-Selected **F104** Seed: Pkt. 10c; ½ oz. 35c; oz. 60c.

Another Unique Sunflower—"Red and Gold"

F106. Originated here at Boulder by Prof. Cockerell. Often listed as the RED Sunflower, but does not come all red. Flowers single, 6 to 9 inches, vary from lemon to coppery-red. Many blooms marked like Gaillardia. Plants about 7 feet high. A distinct novelty. Pkt. 10c; ½ oz. 40c; oz. 70c.

Don't Kill Big Weeds?

No, I don't mean you should let them remain and go to seed. Don't worry about the weed seed crop for next year. There will be ample of this anyhow. What I mean is, don't ever let the weeds get big. Cut them down, or pull them up, in their tender youth. Funny, isn't it, how we think we are really doing something great when we slaughter large size weeds, but we don't feel half that glow of satisfaction when we kill 'em off when small and when it is so much easier done. But the time to get the weeds is before they take their toll from the soil's fertility. Frequent raking,

hoeing and cultivating is the way to get the weeds just as they are sprouting.

How to Transplant Weeds

This is easy. It's a natural gift with some gardeners. Simply have the ground wet when you go forth to give the garden the once over. Cut the weeds off well under the roots, but don't scatter them about. Follow the hoe with your feet, packing the recently loosened soil as you go. Then to complete the job, turn the hose on before the soil has had time to dry out well after hoeing. This treatment is practically sure to leave a good stand of weeds, full of life and pep.

Delightful Delphiniums

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

So far I've not segregated the different types of colors, nor saved seed in separate colors or shades. May do this some time. But it seems most fascinating to me to let them grow and bloom in masses of the various colors, all harmonizing. So that is the way you will have them from seed or plants I supply this season—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

Each season many splendid delphinium blooms the first year, from seed sown right out in the garden in April.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

F012. Seed saved from my best stock or exhibition plants. Mixed colors only: Pkt. \$1.00; Small Pkt. 50c; $\frac{1}{4}$ Oz. \$2.50; Oz. \$9.00.

Wrexham or Hollyhock Type

All right. You can't quarrel with me. Although I myself prefer the less dense and more airy-like "Dells," as we call 'em for short, yet I receive requests for the Wrexham type only.

Now, as I say; it's jake with me whether you order my super special mixture offered on the left here, or the Wrexham type only, for this season I have seed of both. A typical Wrexham spike is shown above. But this type varies a great deal. Not all come so dense or crowded. And it's a good thing they don't.

F012 $\frac{1}{2}$. WREXHAM seed at 80c a Pkt., Small Pkt. 40c; $\frac{1}{4}$ oz. \$2.00; oz. \$7.00. (No Wrexham plants, except as they may happen to come in the mixed plants I offer.)

DELPHINIUM SEED. No. F013. Mixed Hybrids. Pkt. 15c.



Some of my Delphiniums from seed. Never been transplanted. Just as they run in beds from which I sell plants.

Delphinium Plants

From seed containing a liberal per cent of the fine new kinds. Strong seedlings, many of which bloomed last year. 7 for \$1.00; 15 for \$2.00; 25 for \$3.00; 36 for \$4.00. All prepaid. (Mixed colors only.)



NOTE: Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening. But will thrive if shipped and planted later. If sent after growth well started we cut the tops back before packing. New shoots start at once from crown of plant. **But order and plant early if you can.** Means better results the first season.

PESTER THE PESTS. Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.

ORDER BLANK

THE J. D. LONG SEED COMPANY

BOULDER, COLORADO

Name { Mr. Mrs. Miss.....

Amount Enclosed

Please write plainly

\$.....

Street.....

P. O. Box..... R. D. No..... Box.....

Date

Postoffice..... 193.....

State..... Express Office.....

Table with 4 columns: QUANTITY, CATALOG NUMBER, NAME OF VARIETY, PRICE. Multiple empty rows for item entry.

Use other side of this Order Blank for additional items

TOTAL Carry this amount to next page ->

LONG'S Tall Annual Double Giant Imperial Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts.

Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of Tall Double Annual Larkspurs. Nos. F081 and F082 both received an AWARD OF MERIT from the Royal Horticultural Society of England.

F081. EXQUISITE PINK IMPROVED. See illustration. Note the many spikes of blooms, all from one plant. This is greatly improved over the former Exquisite Pink. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

F082. EXQUISITE ROSE IMPROVED. An improvement over the older variety, Exquisite Rose. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

F083. BLUE SPIRE. Intense, deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 65c.

F084. WHITE SPIRE. Of the Exquisite Pink Improved type, but dazzling pure white. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

F085. LOS ANGELES. Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt. 15c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

F086. CARMINE KING. A very rich carmine on salmon. The best deep carmine-rose in this type. Pkt. 15c; $\frac{1}{4}$ oz. 45c; $\frac{1}{2}$ oz. 80c.

F091. GLORIA. A rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy those who want a deeper shade of rose than Exquisite Rose. It is a Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt. 15c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c.



F090. SPECIAL LARKSPUR COLLECTION. One pkt. each of the above seven rare Larkspurs (value \$1.05) for 60c, prepaid. (Any two packets the above for 25c.)

Make Several Thinnings

You will have stronger plants and better "luck" if you thin your plants partially when they are very small, then take out some more when you are sure of having plenty that are strong and sturdy. Later you may find so many plants doing well that still more could be spared. If plants are close together, hold the soil down around the roots of the plant that is to be left, while you pull out others around it. Thus you will not disturb the root and weaken, maybe kill, the plant that is left.

Other Good Tall Larkspurs

Not so new, but splendid also. Continue to bloom long time. Very effective in borders and planted among shrubs. Stock-flowered type. Splendid for cutting, and last well.

F075. AGERATUM BLUE.

F076. BRIGHT ROSE.

F077. DARK BLUE.

F078. EXQUISITE PINK.

F079. LUSTROUS CARMINE.

F080. EMPRESS ROSE.

Any of these 6 delightful colors (F075 to F080) at 10c a pkt.; 3 pkts. 25c; 6 pkts. 40c.

F074. MIXED ANNUAL LARKSPUR. Pkt. 5c; $\frac{1}{2}$ oz. 25c.

CALIFORNIA POPPIES

(Eschscholtzia)

Ramona F039. A California Poppy decidedly and delightfully different in type and color. Inside, golden bronze. Outside, coppery rose. **RAMONA** sure has class. The fluted form, which gives it the appearance of being double, and the delicate coloring, combine to produce a new effect that we never dreamed of in California Poppies. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

Salmon Beauty F040. Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

Copper Bowl F035. Bronzy-red, overlaid terracotta. Form and color suggests the name. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

Crocea F036. Rich orange, same as the well-known single Calif. State Flower, but double. Lovely. Pkt. 10c; $\frac{1}{4}$ oz. 35c.



Ramona

Geisha F037. Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

Vesuvius F038. Rich, glowing, striking red. Very outstanding and attractive. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

50c Collection

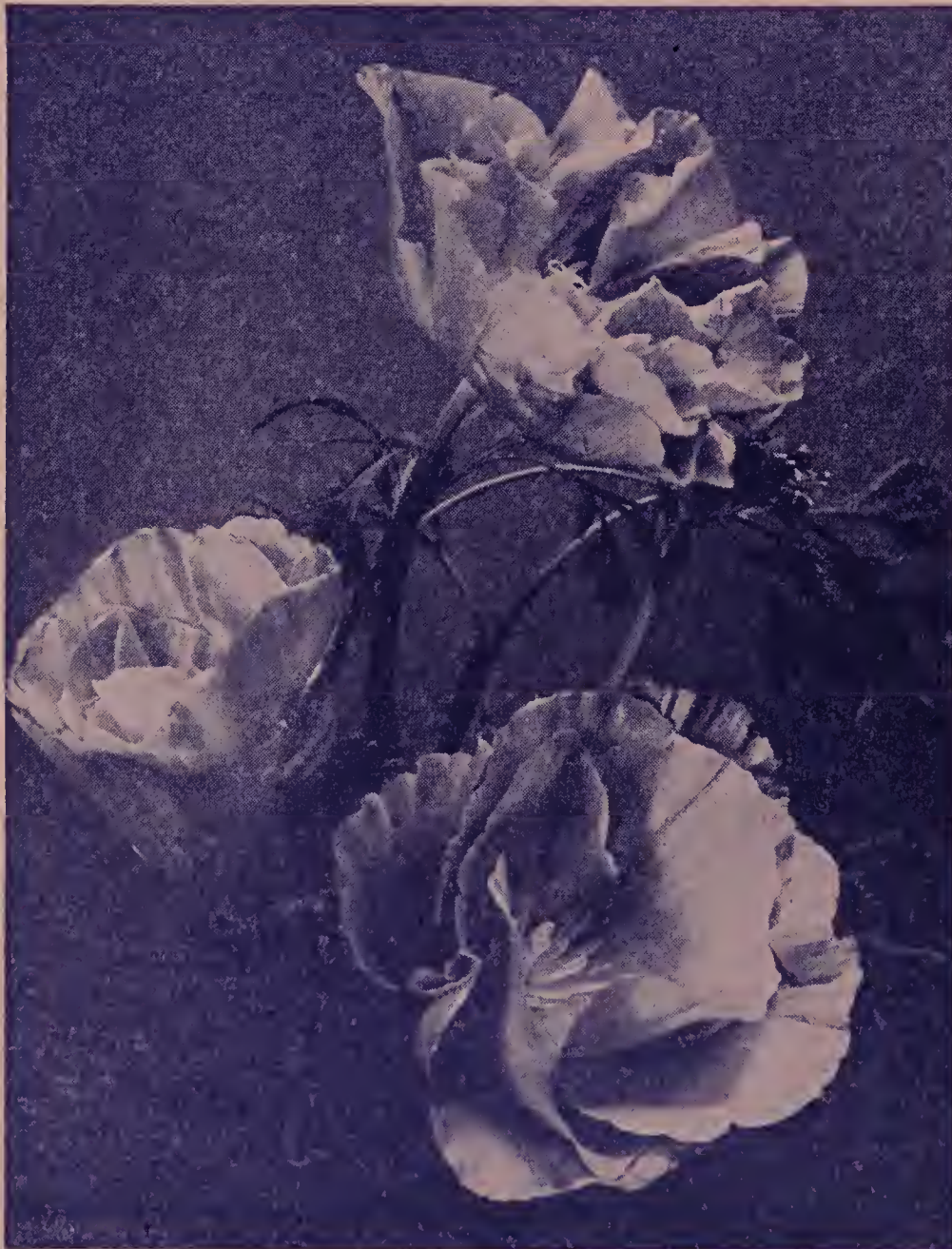
One packet each of the above 6 California Poppies. Value 70c, for 50c.

F36. GOLDEN WEST. Yellow; California State Flower. Single. Pkt. 5c; $\frac{1}{2}$ oz. 25c.

F38. LONG'S BRILLIANT MIXTURE of best kinds and colors of California Poppies. Pkt. 5c; $\frac{1}{2}$ oz. 25c.

F09. PERSIAN RUG MIXTURE of California Poppies. These colors in bloom—red, chrome, pink, copper-red, claret, purple—make you think of a beautiful Persian rug. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

California Poppies bloom the first year from seed sown right outdoors, even sown as late as June, and are among the last to pay any attention to Jack Frost. Be sure to thin them to six inches apart.



New Giant Verbena

"Lavender
Glory"

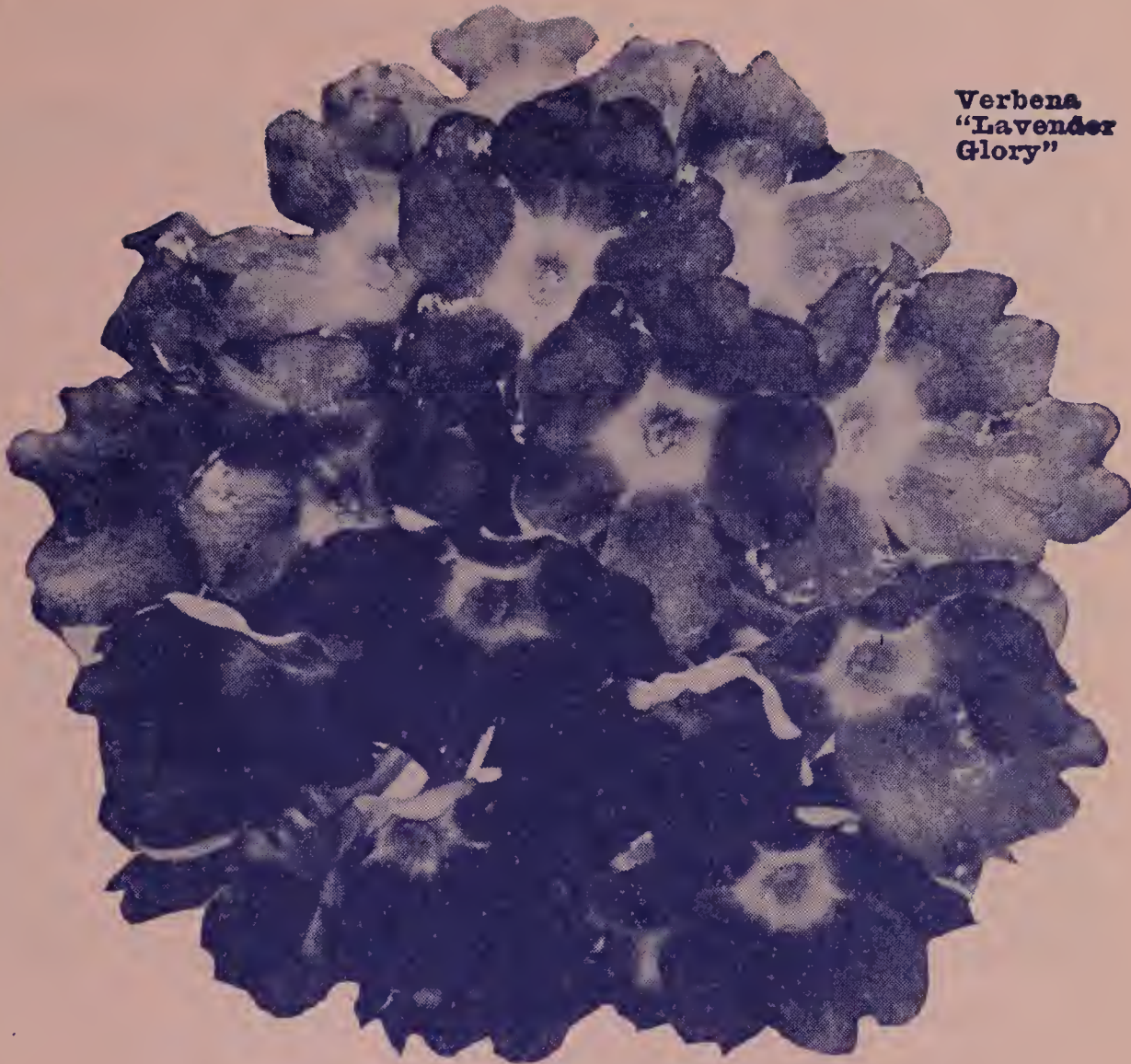
F0160. "LAVENDER GLORY." A true lavender, with creamy-white eye. The most glorious color in Verbenas. Sweetly fragrant. (The originators have been working 11 years on this new creation. The color still varies somewhat, but any not fully lavender can be pulled out.)

Pkt. 25c; 5 pkts. \$1.00.

Other Giant Verbenas

- F111.** Giant Pink.
- F112.** Giant Purple.
- F113.** Giant Red.
- F114.** Giant White.
- F110.** Giant Mixed.

Prices: Any of the above 4 colors. Pkt. 10c; 3 for 25c; 4 for 30c.



Verbena
"Lavender
Glory"

Double Baby's Breath (Perennial Gysophila)



P049. Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also to combine with sweet peas and other flowers. Florists use lots of it, summer and winter.

Seed: Pkt. 25c; 5 pkts. \$1.00.

Roots: Mixed sizes. All should bloom—7, \$1.00; 15, \$2.00. Prepaid.

Note: To make sure of getting at least one real double, you should order not less than 7 roots.

Hardy Perennial Blue Salvia

F051. SALVIA AZUREA. Also called "Heavenly Blue Flowering Sage." Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky-blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September.

Seed: Pkt. 10c; ½ oz. 60c; oz. \$1.00.

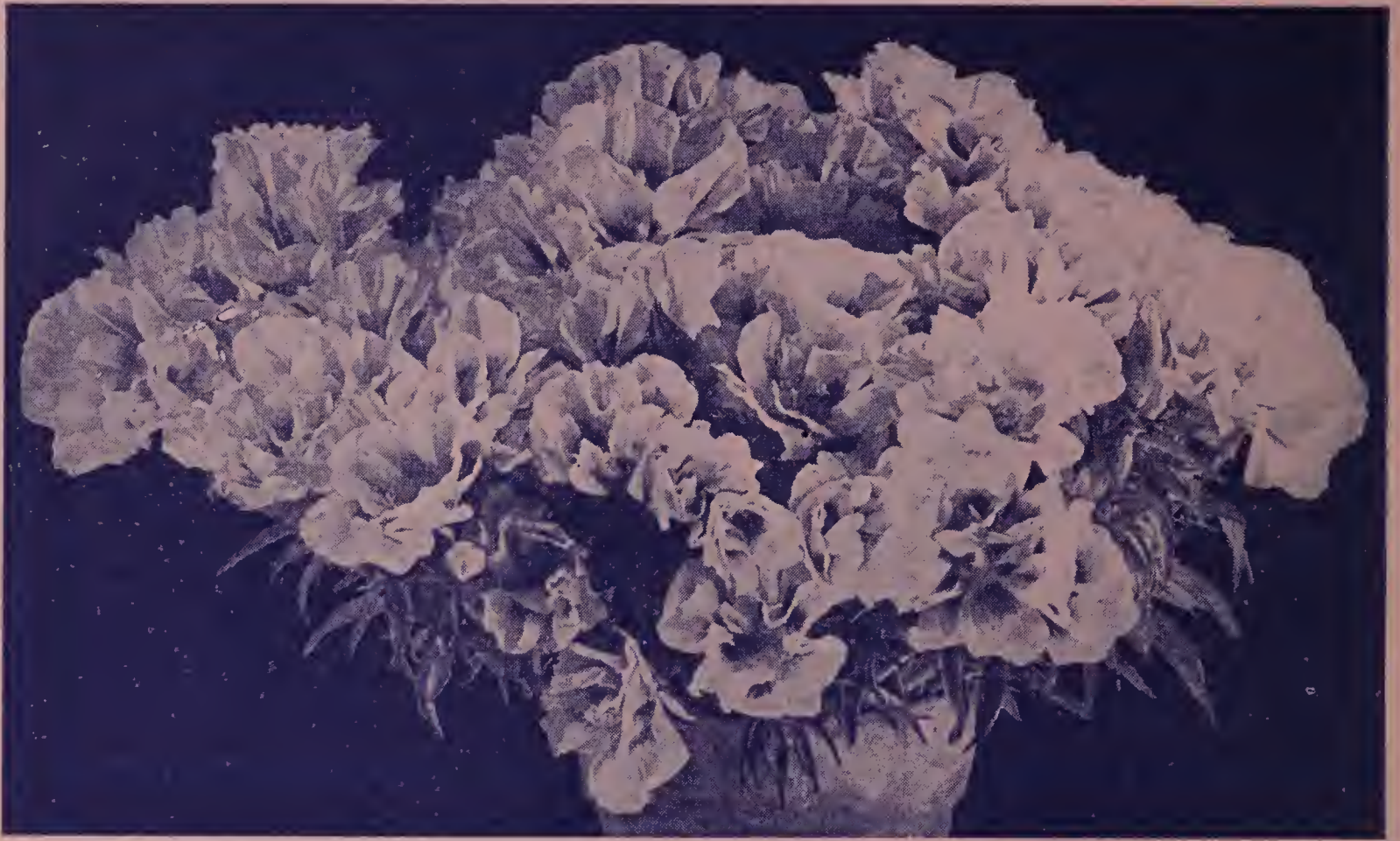
New Annual Canterbury Bells

Many years of careful selection have at last given us an **Annual Canterbury Bell** which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year.



The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. We offer this in mixture, containing the following colors: Dark blue, light blue, pink, rose and white. We believe this to be a very fine novelty and that it will fill a long-felt want. Pkt. 15c; 4 pkts. 50c.

LONG'S Godetia-Dwarf Double Azalea—Flowered



F070. GODETIA. These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. **Each plant makes a compact bush about a foot high.** The big, beautiful, pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Pkt. 15c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

F071. GODETIA, TALL GLADIOLUS-FLOWERED. 20 inches high. Carmine flowers. Fine for cutting. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

Scabiosa—"Loveliness"



A glorious new color in annual Scabiosa. The blossoms range through varying tones of soft delicate Salmon-Rose. This is undoubtedly the most beautiful Scabiosa ever introduced, the result of 7 years intensive selection. As a cut flower it is unsurpassed. The delightfully fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon-Rose color. Pkt. 15c; $\frac{1}{8}$ oz. 35c; $\frac{1}{4}$ oz. 60c.

Calendula—"Campfire"



Very double, brilliant orange flowers with a crimson or orange sheen. Stems long and fine for cutting. This is also known as "Sensation." Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c; oz. 75c.

LONG'S Superb PETUNIAS

GIANTS
OF
CALIFORNIA
PETUNIAS

F89. The largest often measure 4½ inches across. And such wonderful colors and markings! Then too, some are delightfully ruffled and frilled. Produces very, very little seed, making the seed as precious as gold dust. **Pkt. 25c; 5 Pkts. \$1.00.**



Giants of California Petunias

Favorite Bedding Petunias

- F024. ROSY MORN.** A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. **Pkt. 10c; ½ oz. 50c.**
- F023. ROSE OF HEAVEN.** Similar to Rosy Morn but deeper pink. Very little white in throat. **Pkt. 10c; ½ oz. 50c.**
- F025. VIOLET PETUNIA.** Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. **Pkt. 10c; ½ oz. 50c.**
- F88. CHOICE MIXED.** Splendid mixtures of single varieties. **Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.**
Any 3 Ten Cent Pkts. Petunias for 25c.

Balcony Petunias

Large flowering single sorts Petunias especially recommended for window boxes.

- F060. Balcony White. F061. Balcony Blue.**
F062. Balcony Rose. F063. Balcony Crimson.
F064. Balcony Mixed. Any color or mixed: **15c Pkt. Any 2 Pkts. 25c.**

Mexican Fire Bush (Kochia)

F73. Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. **Pkt. 10c; ½ oz. 25c.**



Mexican Fire Bush (Kochia)

Giant Hardy Carnation



F055. The finest to date. **Chabaud's Giant**, the new strain; not the old Chabaud type. Far superior also to Marguerite. (About 85% come double.)

Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but surprisingly large if disbudded, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

Colors: Red, Rose-Pink, Salmon-Rose, White, Mixed. Price for any color or mixed: Pkt. 20c; any 3 pkts. for 50c.

Peony-Flowered Poppies



Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. **Shrimp Pink, Red or Mixed colors.** Either color or many colors mixed, pkt. 10c; 3 pkts. 25c; ½ oz. 25c; oz. 40c. (**The Shrimp Pink is exceptionally fine.**)

54

Giant Snapdragons (Antirrhinum)



Plants medium height, require no staking. Flowers large and lovely. Splendid for cutting as well as garden display.

F7P. Giant Pink. **F7R.** Giant Red.
F7W. Giant White. **F7Y.** Giant Yellow.
F7M. Long's Special Mixture.

Any color or mixed: Pkt. 10c; 3 for 25c; ½ oz. 50c.

Double Shirley Poppies

You'll like these!

F0137. Rose.
F0138. Salmon.
F0139. Mixed Double Shirley Poppies. Your choice, Pkt. 10c. Any 3 Pkts. 25c.

LONG'S "Towers of Beauty" HOLLYHOCKS

You gain a year by planting roots this spring instead of seed. Hollyhocks bloom second year from seed, you know.

It's a good idea to plant both roots and seed. The roots frequently live over after blooming one season, but not always. The seed you sow this year will provide a new supply of blooming size roots for next summer. Sow seed from April to July. Plant roots early in spring. April best time. See prices below.

"COLORADO SUNSET" Hollyhock

Color varies from copper to cream, but always charming. Prices for seed and plants reduced this season. Double blossoms as shown here. See prices below.

Seven Other Good Colors of DOUBLE HOLLYHOCKS

Their double blossoms rival the rose in exquisite color and form.

Bloom second year from seed; first year from roots I sell. Plant roots early for best results.

Red	Yellow	Newport Pink
White	Maroon	Black
Lilac Beauty		See prices below.

Prices for All Hollyhocks Listed on This Page:

Roots: 3 for 55c; 7 for \$1.00; 15 for \$2.00; each color labeled. Mixed colors, our selections, not labeled: 10 for \$1.00. All prepaid.

Seed: Any color, including "Colorado Sunset" and "Lilac Beauty": Pkt. 10c; ¼ oz. 40c; ½ oz. 70c; oz. \$1.20, prepaid.

Hollyhock Seed Special: Any 3 Pkts. 20c; any 8 Pkts. 50c. Your selection.



Use Hollyhocks freely for backgrounds. They remain in bloom a long time. Other tall growing flowers are: Cosmos, Mexican Fire Bush, Sweet Peas, Zinnias, African Marigolds, Annual Larkspur, Delphinium, Canterbury Bells, Boltonia, Castor Beans, Chrysanthemum Sunflower, and, of course, Dahlias.

Some Little Known but Pleasing Flowers

F0151. BOLTONIA. Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. Pkt. 15c.

F0165. MEXICAN FIRE PLANT. (Heterophylla.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; ¼ oz. 35c. (Caution! Do not confuse this with Kochi, called Mexican Fire Bush.)

F0155. ANCHUSA. (Italica Dropmore.) Perennial. Tall, showy plants bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.

F0156. ANCHUSA. (Blue Bird.) Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

F0168. GEUM. (Mrs. Bradshaw.) Perennial. Bearing double orange-sacret flowers second year and after. Pkt. 10c; ¼ oz. 50c.

F0169. GEUM. (Lady Stratheden.) Flowers golden yellow. Pkt. 10c; ¼ oz. 50c.

F0161. CHINESE FORGET-ME-NOT. (Cynoglossum.) Rich blue. Blooms from seed in short time. Thrives under good or poor conditions. Pkt. 10c; ½ oz. 30c; oz. 50c.

F0157. EVENING SCENTED STOCK. (Matthiola Bicornis.) Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "Bicornis." Pkt. 10c; ½ oz. 25c.

F0159. EVENING PRIMROSE. (Oenothera Lamarkiana.) Plants 2 to 4 ft. Bloom from seed sown outdoors from early spring to June. The large yellow, fragrant blooms open at twilight. Do not confuse with Evening Scented Stock (Bicornis). Pkt. 10c; ½ oz. 30c; oz. 50c.

F0158. GAILLARDIA. Portola Hybrida. (New.) Shades of bronzy-red, golden tipped. Very robust. Pkt. 15c.

Zinnia, Mexicana z32. Delightful double small flowers, mixed colors from yellow to mahogany-red, not like other Zinnias. About 9 inches. Prolific bloomers. Pkt. 10c; ¼ oz. 50c.

LONG'S Everlasting Flower



Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

Important. Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark. Place some also on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

F6G. GOLDEN GLOBE. Large, golden yellow.

F6S. SILVER GLOBE. Chaste silvery-yellow.

F6R. ROSE-CARMINE. Shades of rose.

F6CR. "CHRISTMAS RED." Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

F6M. ALL KINDS MIXED. These and other colors all in one mixture.

Prices: Any color, or all mixed: Pkt. 10c; 3 for 25c.

Scotch Marigolds

(*Calendula*.) Also called Pot Marigold. Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked.

F130. ORANGE KING. Florists' strain. Enormous orange flowers, perfectly double.

F13L. LEMON QUEEN. Like Orange King but clear lemon-yellow. Double.

F13N. NANKEEN. Large double cream flowers, slightly flushed apricot. Unique.

Prices: Any these three fine kinds: Pkt. 10c; 3 for 25c.

F13M. MIXED CALENDULA. Pkt. 5c; ½ oz. 20c.

Chinese Wool Flower

Flowers resemble a ball of wool. Plants branch freely and are covered with blooms. Very striking for garden display. Can be dried for winter bouquets. Sow in garden about May 1st.

F026 Crimson. **F027** Rose-pink. **F028** Yellow.

F029 White. **F030** Mixed. Price any color or mixed: Pkt. 10c. (**F026** and **F027** are best.)

Japanese Morning Glory



F72. Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. Pkt. 10c; oz. 30c.

Mammoth Blue Morning Glory

Most pleasing of all Morning Glories. Flowers 3 to 4 inches across. Vines 10 to 15 feet from seed sown in open ground after soil warms up, or may be started in pots. Charming for trellis, fence, side of building, porches, arbors, etc. Cut part of vine with buds and will open in vase. Delightful in many ways. **Important:** Our strain of Mammoth Blue Morning Glory is extra early, developed in Colorado. Pkt. only 10c; 3 pkts. for 25c; ¼ oz. 35c; 1 oz. \$1.00.

Annual Mallow (Lavatera)

F015. A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt. 10c; ¼ oz. 25c.

LONG'S

Mammoth

Russian

Sunflower



Special Stock: Pkt. 5c; 1 lb. 30c; 5 lbs. for \$1.20; 10 lbs. for \$2.20, prepaid.

LONG'S

**Tried and True
Flower Seed**



Sweet Alyssum

Ageratum (FLOSS FLOWER.) Dwarf, compact plants, fine for borders, edgings or pots. **F1, Blue; F2, White; F3, Choice Mixed.** Price for any kind: Pkt. 5c; ¼ oz. 25c.

Sweet Alyssum Exceedingly popular border plant, useful in many ways in any garden. Puts the "finishing touch" to beds, walks, etc. **F4. LITTLE DORRIT.** Similar to Little Gem but still more compact and a finer variety. White. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

F4½. LILAC ALYSSUM. Same as white, but lilac color. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Amaranthus Graceful plants with ornamental foliage. **F5. All Kinds, Mixed.** Pkt. 5c; ½ oz. 15c.

Balloon Vine **F9.** Hardy annual climber, producing white flowers and seed vessels that look like small balloons. Good for screens. Seeds hard. Should be soaked 24 hours. Pkt. 5c; ½ oz. 15c.

Balsam (LADY SLIPPER.) Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children. **F11. DOUBLE MIXED.** Pkt. 5c; ¼ oz. 25c.

Calliopsis **F14.** Bush plants 2 feet high covered with showy flowers. Pkt. 5c; ½ oz. 15c.

Canary Bird Flower **F15.** Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

Candytuft **F17, PURE WHITE; F18, FINE MIXED.** Pkt. 5c; oz. 25c. **GIANT HYACINTH-FLOWERED.** Extra large and fine. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Canterbury Bells Hardy biennials, blooming second year from seed. Sow from May to August. **F19. LONG'S SPECIAL MIXTURE.** Single, double, and "cup and saucer" varieties; all mixed; very fine. Pkt. 10c; ½ oz. 30c.

Carnations **HARDY.** Biennials. These lovely, fragrant carnations are the most profuse bloomers of all the so-called pinks. **F20. MARGARET.** Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt. 10c; ½ oz. 25c.

Celosia **OR COXCOMB. F22. OSTRICH PLUME.** Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c. **F23. CRESTED COXCOMB.** Dwarf plants with bright red combs. Pkt. 10c.

Chrysanthemum **DOUBLE ANNUAL. F011.** Small flowered. Mixed colors. Pkt. 10c; ¼ oz. 25c.

Cobaea Scandens (CATHEDRAL BELLS.) **F24.** Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Plant seeds on edge. Pinch few inches off top of plant when 6 inches high or so; will make it branch out and produce denser covering. Pkt. 10c; ½ oz. 25c.



Candytuft



Carnation



Celosia



Cobaea Scandens



Canterbury Bells



Celosia



Chrysanthemum



Cosmos

Cosmos EARLY GIANT. Easy to grow. A good oldtime favorite, still popular. This strain both early and large.

F27, WHITE; F28, PINK; F29, CRIMSON; F30, FINE MIXED. Your choice of any of these colors, or mixed: Pkt. 10c; ½ oz. 25c.

Cypress Vine F31. Beautiful rapid-growing climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; ½ oz. 25c.

Daisy DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders.

F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

Daisy SHASTA. F35. Originated by Burbank. Large white flowers on long, stiff stems; great bloomer, fine for cutting, perennial; roots may be divided after a few years and reset. Pkt. 10c; ¼ oz. 25c.

Eschscholtzia (CALIFORNIA POPPIES.) See page 50.

"Forget-Me-Not" F37. Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; ¼ oz. 25c.

Four o'Clock F39. Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; ¼ lb. 60c.

Fox Glove F40. Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

Gaillardia F41. Compact, bushy plant bearing large brilliant flowers. Fine mixed. Pkt. 5c; ⅓ oz. 25c.

Geranium F42. Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

Curious Gourds Don't overlook these for the children.

F44. NEST EGG. Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg. Pkt. 5c; ½ oz. 15c.

F45. DIPPER. Grow your own dippers. Pkt. 5c; ½ oz. 15c.

F46. MIXED GOURDS. Ornamental gourds, large and small, all shapes and colors. Many odd, fantastic varieties. Pkt. 5c; ½ oz. 25c.

Gypsophila Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

F47. ELEGANS (ANGEL'S BREATH) ANNUAL. Blooms first year from seed. Not so dainty as the perennial. Good plan to sow both kinds this spring, so as to have a supply this year and next. Pkt. 5c; oz. 25c.

F47½. Same as F47 above, but dainty pink. Annual. Pkt. 10c; oz. 25c.

F48. PANICULATA (BABY'S BREATH) PERENNIAL. Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a white lace-like effect. Pkt. 10c; ½ oz. 25c.

F049. DOUBLE BABY'S BREATH. See page 51 for seed and roots.



Eschscholtzia



Four o'Clock



Fox Glove



Gaillardia



Gourds



Gypsophila



Japanese Hops



Annual
Larkspur

Heliotrope F50. Perennial, blooming first year. Choice mixed. Pkt. 10c.

Japanese Hop F62. A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; 1/2 oz. 25c.

Larkspur ANNUAL. F63. Dwarf Mixed. Pkt. 5c; 1/2 oz. 25c. F64. Tall Mixed. Pkt. 5c; 1/2 oz. 25c.

Marigolds F67. FRENCH DWARF. Mixed. Pkt. 5c; 1/2 oz. 25c.

F67 1/2. "LEGION OF HONOR." Rich golden yellow flowers, marked velvety brown. Fine for borders and edging. Pkt. 10c; 1/2 oz. 30c.

F68. AFRICAN TALL. Long's Special Mixture. Pkt. 10c; 1/2 oz. 30c.

Marigolds GIANT AFRICAN. Tall. Should be thinned to 12 inches in good ground, for they make big bushes. They bloom from mid-summer to hard frosts.

F05. ORANGE PRINCE. Deep golden orange. Immense blossoms. Pkt. 10c.

F06. LEMON QUEEN. Equal to Orange Prince, but a soft lemon yellow. Pkt. 10c.

Mignonette No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

F69. LONG'S SPECIAL MIXTURE. Extra fine varieties mixed. Pkt. 5c; 1/2 oz. 25c.

Morning Glory F70. TALL. Always popular for fences and screens, etc. Fine mixed. Pkt. 5c; oz. 20c.

F71. DWARF. Good for beds or borders. Pkt. 5c; oz. 25c.



Marigold



Morning
Glory



Snapdragon
See Page 54

Morning Glory, Mammoth Blue, See Page 56

Nasturtiums (Dwarf)

About one foot high and very effective. They bloom and bloom and bloom. The more you pick them the more they bloom. Fine for beds and borders, also for planting in rings around trees. Stand hot locations better than many other flowers. Easy to raise. Tramp soil after planting so it will come in contact with all portions of the ribbed seed. Soaking seed 24 hours will also hasten germination. Sow any time from first of April to July.

F76. LONG'S SPECIAL MIXTURE. Extra fine mixture of Dwarf sorts, always giving pleasing results. Large pkt. 10c; oz. 15c; 1/4 lb. 40c.

SEPARATE COLORS DWARF NASTURTIIUMS

F77. EMPRESS OF INDIA. Crimson. Foliage dark.

F78. GOLDEN KING. Rich orange-yellow.

F79. KING THEODORE. Velvety crimson.

F80. PEARL. Light lemon-yellow or primrose.

F81. VESUVIUS. Rich deep apricot. Any separate color: Pkt. 10c; oz. 15c.

Nasturtiums (Tall)

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Or may be allowed to ramble in any location. Flowers larger and stems longer than the dwarf kinds.

F82. LONG'S SPECIAL MIXTURE. Fine assortment of large flowering tall or climbing nasturtiums. Large pkt. 10c; oz. 15c; 1/4 lb. 40c.

SEPARATE COLORS TALL NASTURTIIUMS

F83. KING THEODORE. Crimson-maroon.

F84. ROSE. Bright soft rose.

F85. SCARLET. Bright scarlet.

F86. SUNLIGHT. Clear rich yellow.

F87. VESUVIUS. Salmon-rose. Any separate color: Pkt. 10c; oz. 15c.



Nasturtiums



**Phlox
Drummondii**



Portulaca



Salpiglossis

Nicotiana (FLOWERING TOBACCO PLANT.) F75. Pkt. 5c.

Phlox Drummondii For beds and massing nothing surpasses these beautiful annuals.

F91. GRANDIFLORA MIXED. Pkt. 10c; 1/8 oz. 30c; 1/4 oz. 50c.

Pinks (DIANTHUS.) Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

F94. HEDDEWIGGII. Finest of all pinks. Great variety of colors. Pkt. 10c; 1/8 oz. 30c; 1/4 oz. 50c.

Gorgeous Poppies Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

F94 1/2. BRILLIANT BEAUTIES. My special mixture of finest double and other charming sorts in wide range of colors. Pkt. 5c; 1/2 oz. 25c.

F95. TULIP POPPY. Vivid scarlet. Pkt. 10c; 1/4 oz. 35c.

F96. SHIRLEY. A beautiful single poppy, white, pink, lavender, purple, crimson, all mixed. Pkt. 5c; 1/4 oz. 25c.

F96 1/4. ICELAND. (Perennial.) Very hardy, fragrant, blooms first year from seed, good for cutting. Fine mixed. Pkt. 10c; 1/8 oz. 25c.

F97. ORIENTAL. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; 1/8 oz. 25c.

DOUBLE SHIRLEY POPPIES. You'll like these. (F0137, Rose.) (F0138, Salmon.) (F0139, Mixed Double Shirley Poppies.) Your choice, Pkt. 10c. Any 3 Pkts. for 25c.

Portulaca (MOSS ROSE.) F99. SINGLE MIXED. Pkt. 5c; 1/4 oz. 25c.

F100. FINE DOUBLE MIXED. Pkt. 10c.

Rincinus (CASTOR BEANS.) F98. Tropical-looking plants growing to immense size from seed sown after danger from frost. Pkt. 10c; oz. 25c.

Salpiglossis (VELVET TRUMPET.) F101. Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Mixed colors. Pkt. 10c.

Salvia (SCARLET SAGE.) F102. Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt. 10c; 1/4 oz. 60c; 1/2 oz. \$1.00.



Pinks



Rincinus



Sweet William

Scabiosa F74. Also known as Pincushion Plant. Flower stems are long and keep well in water. Fine mixed. Pkt. 5c; 1/2 oz. 25c.

Scarlet Flax (LINUM.) F65. Bright red flowers. Pkt. 5c; oz. 25c.

Stocks TEN WEEKS. F103 1/2. "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades.

DWARF LARGE FLOWERING TEN WEEKS STOCKS. In separate colors. (F0131, Blood Red.) (F0132, Carmine Pink.) (F0133, Lavender.) (F0134, Peach Blossom.) (F0135, White.) (F103 1/2, Mixed Colors.) Your choice any color or mixed. Pkt. 10c. Any 3 Pkts. for 25c.

Sweet Sultan F107. Delightfully fragrant flowers with small fringed petals. Easily grown. Something like Bachelor's Button. Choice mixed. Pkt. 5c; 1/2 oz. 25c.

Sweet William Well-known hardy perennial producing gorgeously colored fragrant flowers. Hardy perennial, 18 inches high. Cover seed scant 1/4 inch. Thin to 6 inches.

F108. SINGLE MIXED. Pkt. 5c; 1/4 oz. 15c.

F109. DOUBLE MIXED. Pkt. 10c; 1/4 oz. 35c.

Wild Cucumber F115. One of the quickest growing annuals. 30 feet in a season sometimes. Foliage dense, great for shade. Produces many white blossoms, followed by ornamental prickly seed pods. Soak seed in warm water 24 hours. Pkt. 10c; oz. 25c.

LONG'S "Hit or Miss" F125. Great mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a hit with all who try it. Pt. 5c.

LONG'S

MASTODON

Everbearing Strawberries

Just Think! Fresh Berries
All Summer and Fall from
Your Own Garden!

MASTODONS are now so well known that little need be said in way of description and recommendation of them. The important matter is to get true stock, free from disease. All my plants have been officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants, produced summer of 1933, sent to customers. Safe delivery of plants in good growing condition guaranteed.

MASTODON plants are very robust and thrifty. They begin bearing late in July or early August, continuing until heavy freezing weather. Plants start bearing again the following June. The dark-green leaves are very large and of heavy texture thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle.

PRICES FOR MASTODON PLANTS, PREPAID IN U. S. A.: 40 plants (smallest order packed) for \$1.00; 100 for \$1.80; 200 for \$3.40; 300 for \$4.80; 400 for \$6.20; 500 for \$7.50; 1,000 for \$14.00. Prepaid.

MASTODON PLANTS BY EXPRESS, NOT PREPAID: Write for prices.

How to Grow Everbearing Strawberries

With Everbearers, no need to worry if frost or hail kills a crop of blossoms. Nature gets busy and produces other crops with little loss of time.

Strawberries do best in full sun. They respond to rich ground, plenty of water, and frequent shallow cultivation. If water is scarce, cultivate more. Artificial watering can be given either by running water along the rows or by overhead sprinkling. I can't see any particular difference in results if you are sure to give the plants a good soaking and often.

Set plants on level ground, not on ridges. Space the plants 12 to 18 inches in the row and rows 24 to 42 inches apart, according to method of cultivation and space you can spare. If to be worked with horse-drawn tools, make rows 36 to 42 inches apart.

In setting out strawberry plants, cut off the tips of the roots. Many new, fine, hairlike roots will develop on account of this operation. And the tops should also be trimmed back so that just several crown leaves show. If plants are taken up real early in spring, they may yet be dormant, with no green leaves showing. Though apparently dead they do splendidly if set out at this stage, provided the ground does not freeze before they get rooted. Too much freezing of the ground may cause failure, but mere frosts do no harm to plants wintered in the open with no covering.

Plant early, the earlier the better, after you begin your spring gardening. The time varies

according to season and locality. Most places April and early May best.

Spread the roots out fan-like when setting, and press soil well against the roots. Keep soil moist.

After the plants begin to take hold and show signs of growth, begin careful hoeing about them. Guard against hoeing into the roots to loosen them. Often when growth starts it will push the plant up, exposing too much of the crown and part of the roots. To prevent this, go over the patch and tramp around each plant with toe or heel, packing the soil and drawing some more soil up to the plants if seem to need it.

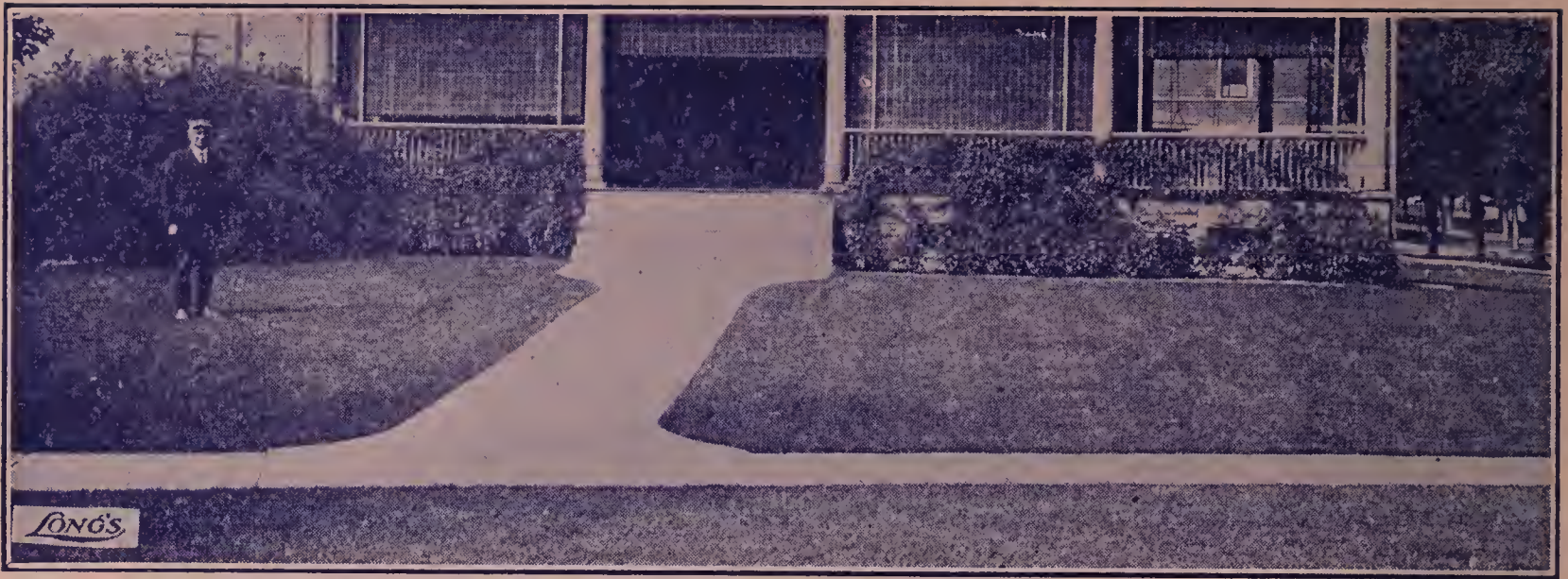
To get the most berries keep all or nearly all the runners cut off. The hill method is used by large growers of Mastodons for market.

Everbearers are too ambitious. They want to show off by producing berries before the plants get well established. Pick off blossoms immediately as appear the first few weeks.

In our Boulder climate, I never cover or mulch strawberry plants in winter. Doubt if necessary in many sections. But if you do mulch them, then wait until very late in fall, preferably until ground has frozen a little. Then put coarse manure, hay, straw, excelsior or tomato vines over the bed, but not much, if any, right on top of the plants. Work it more in between the plants. Remove very early in spring.



**PLANTS
SHIPPED
IN SPRING
ONLY**



LONG'S "Safety-First" Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

Any of these commercial fertilizers are good: Vigoro, Sacco, Bartco, Loma. Use 3 or 4 pounds to 100 square feet. Your local seed or feed store can supply, or get, these fertilizers.

Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. 70c; 2 lbs. \$1.30, prepaid. Five lbs.: 2nd zone \$3.00; 3rd zone \$3.05; 4th zone \$3.15, prepaid. Ten lbs.: 2nd zone \$5.70; 3rd zone \$5.80; 4th zone \$6.00, prepaid. Write for prices on larger lots, or beyond 4th zone.

Best Kentucky Blue Grass

Very heavy and clean. Lb. 50c; 2 lbs. 90c, prepaid. Five lbs.: 2nd zone \$2.00; 3rd zone \$2.05; 4th zone \$2.15; 5th zone \$2.25, prepaid. Ten lbs.: 2nd zone \$3.70; 3rd zone \$3.80; 4th zone \$4.00; 5th zone \$4.20, prepaid. Write for prices on larger lots and beyond 5th zone.

Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 65c; 2 lbs. \$1.20, prepaid. Five lbs.: 2nd zone \$2.60; 3rd zone \$2.65; 4th zone \$2.75; 5th zone \$3.85, prepaid. Ten lbs.: 2nd zone \$5.00; 3rd zone \$5.10; 4th zone \$5.40; 5th zone \$5.60, prepaid. Sow about pound to 300 square feet. Thicker still better.

ASTORIA CREEPING BENT GRASS SEED. For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. Astoria heads the list. Astoria starts quickly and goes farther. It creeps on top and under the ground. Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags: ½ lb. 65c; lb. \$1.10; 2 lbs. for \$2.15; 3 lbs. for \$3.20; 5 lbs. for \$5.25; 10 lbs. for \$9.95. Prepaid.

SHADY NOOK LAWN GRASS. Special mixture for shady places. Lb. 60c; 2 lbs. \$1.10; 3 lbs. \$1.50; 5 lbs. \$2.40, prepaid.

For the Lawn's Sake!

Lawns may be started or old ones renewed or renovated any time from earliest spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Some complain that the seed was "no good," as it came up only in spots. Sow about one part clover to three parts blue grass. Use not less than pound to 300 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season.

Gardening Is Easy—It's Fun!

I think many garden talks are too serious. We make it seem too hard to succeed. We may scare some aspiring gardeners out of the garden altogether.

While it seems no end to things that should be learned or practiced in order to get the best results, yet it's amazing to note the results attained by inexperienced gardeners, even children. It's another case of "Ain't Nature Wonderful?"

Nature comes along and patches up a lot of our mistakes. To be sure, the more we learn

about Nature's ways and methods, and cooperate with her, the better. But let's shelve the idea that there is any great mystery about gardening. It isn't hard. It's easy. It's fun, when you catch the gardening spirit.

As you will notice, my talks are more for the small gardener than for those operating on a large scale. Commercial growers are usually pretty well informed along these lines. But if any gardener, large or small, fails to find at least one helpful tip in my talks, just mention it to one of the ushers as you pass out and the money will be cheerfully refunded.

Business Terms—

Safe delivery guaranteed.

All goods prepaid, unless otherwise noted.

Cash with order, or C. O. D. Please do not ask for any other terms. Your check O. K. with us if O. K. at your bank. Money orders preferred. Coin or stamps for small amounts.

ENVELOPE BRINGS HOME THE BACON.

Don't worry if not convenient to get M. O., or send check. Just mail bills or silver coins in my self-addressed return envelope. Chances are 9,999,999 to 10,000,000 that I will get the money O. K. Notice how strong my return envelope is. I had it made strong so it will carry coins. Yes, I accept stamps, but prefer coin, because we buy our stamps in sheets, all precancelled for parcel post use.

C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection and M. O. fees. On orders for perishable items, also heavy packages of other goods, we require one-fourth cash. Balance C. O. D.

Goods priced prepaid will be sent by parcel post or express, usually parcel post. If you specify a certain way and the other is cheaper, you pay the difference.

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- Z14. **Golden State.** Rich orange-yellow.
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 - Z9. **Salmon**
 - Z10. **Scarlet**
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THE J. D. LONG SEED COMPANY Boulder, Colo.